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LAND USE ELEMENT OF THE LONG BEACH GENERAL PLAN

Department of Planning and Building

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SUMMARY

A Vision of Our Future

A city without a vision is a city without a future.

It is the purpose of the Long Beach General Plan to articulate a vision that gives direction to the long-range development of our City. The Plan should serve as a stimulus and guide to the multitude of public and private decisions which will be made over the next decade to help Long Beach achieve its vision of the Year 2000.

What is the vision of our future? Hundreds of citizens spent two years preparing Long Beach 2000, The Strategic Plan, which sought to define that vision and to prescribe steps to achieve it. Simply stated, the people of Long Beach have expressed a vision which simultaneously combines small town friendliness and tranquility with big city vitality and economic opportunity. The General Plan sets out to achieve this very difficult balance of the "best of both worlds".

As its name suggests, the General Plan is general in nature. It is also long-range. It sets forth goals, policies and directions. It cannot prescribe specific programs and funding mechanisms to achieve those goals; neither can it dictate the exact zoning which will control the use and development of each parcel of land in the City. Once the people of Long Beach have agreed upon the Plan as their vision for the future, specific programs and zoning actions can be undertaken to realize that vision.

A general plan is also comprehensive, covering the full range of development issues which must be addressed by the City over time. State law requires each general plan to contain seven elements: land use, transportation, housing, conservation, open space, noise, and safety. The City of Long Beach is now updating the first three of these elements. This summary focuses upon the 1988 revision of the land use element.

The land use element is specifically directed toward prescribing the proper long-range use and development of land in the City. As such, it is perhaps the most important of the seven elements, integrating the other six and providing their driving force.

An Historical Perspective on the General Plan

Long Beach prepared its first general plan in 1958. This was in an era in which the national, post-war mentality was directed toward geographic expansion and population growth on a very large scale. The plan reflected the "bigger is better" philosophy of the times by permitting very high density development on a significant portion of the land area of the City, producing a potential population total of approximately 1.5 million!

The 1958 general plan served the City for two decades. To the disappointment of some, however, its grandiose goals were never achieved. Indeed, during this 20-year period population grew by less than five percent, and the economy suffered a series of downturns, manifested most clearly in the ultimate deterioration and near abandonment of downtown.

In 1978, Long Beach prepared a new general plan. Recognizing the economic disappointments of the past, but appreciating the economic potential of the future, the plan placed major emphasis upon investment, development, and reinvestment, especially in the older parts of the City. It called for the redevelopment of downtown, to restore it to past prominence as a major center of commerce. Another important emphasis was on the production of affordable housing. The 1978 Plan scaled down ultimate population growth to a more manageable 450,000. Nevertheless, it painted a broad brush of higher densities across most of the City's older neighborhoods.

In 1988, as we look back over the past decade, we recognize that Long Beach has achieved many of the goals of the 1978 General Plan. Downtown redevelopment has been a tremendous success, promising even more dramatic growth of jobs and attractions over the next decade. Over 50,000 jobs have been created, not only in downtown, but also in peripheral areas, such as around the Long Beach Airport. In ten years there were 18,500 housing units constructed, many in the affordable range. Population increased by 13 percent, to a 1988 total of 415,800.

With these successes, however, have come some unanticipated consequences--some negative "spin-offs". Population growth has brought crowded schools and playgrounds. Economic development has spawned traffic and park-

ing problems. Housing development has often disrupted older neighborhoods where new affordable apartments overshadowed more traditional single-story homes.

The time has come to refine our goals and to redefine our priorities. The 1988 General Plan must build upon the successes of the past, while identifying and resolving the problems which are inherent in continued future growth and prosperity.

Goals for the Year 2000

In 1986, Long Beach completed the most extensive citizen planning effort in its history. More than 150 residents and business leaders worked in seven task forces to outline long-range goals and policies for development of the City of Long Beach through the Year 2000. The product of this major effort, Long Beach 2000: The Strategic Plan, establishes the goals for the 1988 General Plan. The Strategic Plan formulated 15 broad-ranging goals, eight of which are most relevant in guiding the Land Use Element of the General Plan:

- Managed Growth: Long Beach accepts the population and economic growth anticipated through the Year 2000, and intends to guide that growth to have an overall beneficial impact upon the City's quality of life.

- Economic Development: Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism.

- Downtown Revitalization: Long Beach will build its downtown into a multi-purpose activity center of regional significance, emphasizing a quality physical environment, a pedestrian focus, and a wide variety of activities and architectural styles.

- New Housing Construction: Long Beach encourages the development of 24,000 new housing units through the Year 2000, with emphasis upon filling the gaps which exist or are anticipated in certain sectors of the City's housing market. In the immediate future, such emphasis should

be upon for-sale housing for first-time homebuyers and upon upscale residential development in and around the downtown area.

- Affordable Housing: Long Beach views its existing housing stock as its greatest resource of affordable housing, and will stimulate and support continued maintenance and reinvestment in that housing stock. It will take advantage of every available State and Federal program to make its housing affordable to its population, but it will not sacrifice long-term quality for short-term affordability in new or rehabilitated housing.

- Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support citizen efforts to maintain and strengthen their neighborhoods.

- Facilities Maintenance: Long Beach will maintain its physical facilities and public rights-of-way at a high level of functional and aesthetic quality, manifesting the pride of the citizens in their City and ensuring that future generations need not bear the burden of deferred maintenance.

- Functional Transportation: Long Beach will maintain or improve the current ability to move people and goods to and from development centers while preserving and protecting residential neighborhoods.

Of all of the goals, the first, "managed growth", most clearly defines the direction and purpose of the 1988 General Plan. Long Beach has historically prospered during periods of economic and population growth. The present growth cycle, however, differs from those of the past, in that there remains little vacant land to develop. Increasingly, growth will require recycling and increased density. The way in which new development is designed and the manner in which the impacts of increased density are mitigated will determine the degree to which the quality of life of our City is preserved and enhanced. Therefore, the goal of accepting increased growth is conditioned by the very important phrase: "...to guide that growth to have an overall beneficial impact upon the City's quality of life."

The goals of the 1988 Plan correspond closely to those of its predecessor blueprint of 1978. The revision is more of a "mid-course correction" than a complete transformation of policies. Nevertheless, there is a significant change in emphasis. If this emphasis could be condensed into one phrase, it might be "quality instead of quantity". There is more concern now about the quality of the downtown pedestrian experience, the preservation of historic structures, the ambiance of the neighborhoods, the excellence of architectural style, and the rounding out of the City as a pleasant and livable place for now and the future. More attention is concentrated on the activity centers of the City--places in which to shop and work--and on the functions of the City's major arterials and the land uses which front them.

There are greater restrictions on high density residential developments in this plan, but there are still sufficient quantities along thoroughfares and in the downtown to support the expected population growth. There is a strong acknowledgement in this plan that the residential neighborhoods are the heart of Long Beach and must be preserved if the City is to realize its potential as one of the finest places in California in which to live and work.

The Plan in Summary

The Draft Land Use Element of the General Plan constitutes over 250 pages of text and maps. The following is a summary of the document in a few short paragraphs. The reader is encouraged to review the entire document for a full understanding of the background for the recommendations and for a detailed explanation of the specific proposals.

Accepting Growth:

The Plan provides for continued growth in population and economic activity in accordance with the following forecasts(see also page 25):

	1988	Forecast
Population	415,800	450,600
Housing Units	170,130	186,130
Employment	198,600	252,600
Jobs/Housing Ratio	1.18	1.35

These forecasts portend several basic changes in direction for the City. First, the pace of population growth is expected to slow beginning around 1992, after the very rapid increase of the period from about 1978. This means that housing development will also slow and construction energy will be redirected to the retail, employment, and tourism sectors. Second, the favorable ratio between jobs and housing which the City now enjoys is expected to be maintained and improved as the economy diversifies even further. Most new employment needs will be located in downtown, at the Port, airport, and on land presently occupied by heavy, land-extensive industry which will become less economically viable. Finally, it is expected that the retail economy of Long Beach will begin to generate the amount of sales commensurate with the size and economic strength of the community. Growth in this sector is expected to occur primarily in existing shopping/activity centers and along the recycled frontages of some thoroughfares.

Maintaining Quality:

The most important issue addressed by the General Plan is how to accommodate the growth forecast for the City while maintaining and improving the overall quality of life. This is no easy task. As noted above, population growth can strain existing schools, playgrounds and public services; improperly placed and designed high density housing can disrupt traditional neighborhoods. Increased economic activity means increased traffic, which can ultimately lead to severe traffic congestion and disruption of once comfortable residential areas and local shopping districts. The challenge is to manage growth in such a manner as to take full advantage of its positive attributes while minimizing its problems.

The Plan calls for concentrating construction of new apartments and condominiums in proximity to growing employment centers, and along the major arterial corridors which provide access to employment centers. This yields several positive results as follows:

- It reduces home-to-work travel. Employees will have the opportunity to drive short distances to work, take a convenient bus, or even walk. The payoff is decreased travel time and frustration, reduced traffic congestion, less energy consumption, and cleaner air.

- It encourages rebuilding of underutilized and deteriorated structures adjacent to downtown and along many older arterial corridors. Some of the most blighted and unattractive properties in the City are located in these areas. Recycling will promote better living conditions, support economic revitalization, and project a better overall image of our City.

- It protects stable, traditional neighborhoods from intrusion of higher density housing. Experience has shown that dense apartment structures are incompatible with lower density neighborhoods, in both visual and functional terms. Repeated intrusions can change the character of a neighborhood and affect its quality of life and property values.

The Plan recommends that new playgrounds be built and that parks and schools be expanded in those areas of the City where population growth is expected. Unless development of these facilities keeps pace with the rate of housing construction, existing facilities will be severely strained, and the level of service will decline for everyone. In light of the present financial constraints upon the City and School District, it is likely that new development will be asked to bear some of the burden of cost to construct these needed facilities.

The redevelopment of downtown could more than double the number of jobs in this concentrated area, which could lead to more than twice the present number of automobile trips. Port growth is projected to double the number of truck movements, and triple the number of train trips by 2020. Such economic growth will bring many benefits to the City and its residents. Its full potential, however, will never be realized unless we can overcome the transportation problems which it will create.

As discussed above, the land use element of the General Plan attempts to mitigate the transportation impacts of economic growth by locating jobs and housing in close proximity to each other. Other solutions (e.g., intersection improvements, grade separations, traffic signal coordination, curbside parking removal, staggered work hours, car and van pooling, etc.) will be presented in the transportation element of the General Plan.

Conserving Neighborhoods:

Long Beach is a city of neighborhoods, most of which are attractive, safe, comfortable and convenient places in which to live. Preservation and enhancement of such stable residential neighborhoods is at the heart of the General Plan. In many instances, it is recommended that allowable densities be lowered to insure neighborhood protection and to stimulate reinvestment in well-built, older homes. To some extent this represents a reversal of the 1978 policy which was to encourage recycling of older areas of the City by permitting higher density development.

Our existing stock of housing is a valuable resource. Recent experience has shown that an increasing number of people appreciate the character, price, yard space and neighborhood amenities that older housing offers, and are willing to invest their time and money to preserve and restore it.

Revitalizing Activity Centers:

People need more than just the peace and tranquility of home. They also need the excitement and opportunity of interaction with other people, at the workplace, the shopping center, the school, or the concert. The places where these interactions take place are designated by the Plan as "activity centers." Whereas the Plan seeks to protect the peace and quiet of the City's neighborhoods, it also seeks to inject new life and vitality into its activity centers. This will provide increased opportunity for all of our residents for jobs, for shopping, and for pursuit of those things which enrich their lives.

The Plan identifies each of the major activity centers and analyzes its role in the larger city. The purpose of these analyses is to bring a focus to the centers which has not existed in the past. This is particularly true of shopping centers, such as Bixby Knolls, Los Altos, and Marina Pacifica, which have not provided the Long Beach retail market with facilities, products and services equal to their potential.

A new multi-purpose center is recommended for development around the Memorial Hospital Medical Center to bring needed focus to a part of the City which now is very underserved.

Employment centers are recommended for protection so that the City can maintain a favorable job-housing balance into the future. Most areas shown on the 1978 Plan for heavy industrial uses are converted to light/clean industrial uses by this plan for environmental, economic, and job/housing balance reasons.

Strengthening Arterial Corridors:

Arterial corridors are those major streets, together with their abutting land uses, which provide access from homes to activity centers and which provide major entries to and passageways through our City. This General Plan recognizes arterial corridors as a special component of the City's structure and identifies the land use and transportation relationships which are unique to each. The goals of this analysis are as follows:

- To improve overall traffic carrying capacity and to reduce conflicts between parking/access needs and through traffic requirements as much as possible;

- To reduce the total number of strip commercial streets in the City to a limited few;

- To increase the amount and quality of moderate and higher density housing along selected arterials, thereby helping to reduce the pressures for those types of housing in the more stable neighborhoods of the City; and

- To improve the appearance of arterial corridors in general, recognizing that these corridors provide most travellers through our City with their initial, and perhaps lasting, impression of Long Beach.

Land use policies proposed by this plan, therefore, are directed toward achieving these objectives while, at the same time, making the arterial corridors better neighbors of the adjacent residential communities. Specific recommendations regarding the transportation functions of the arterials will be found in the Transportation Element of the General Plan.

INTRODUCTION

The Long Beach General Plan is being revised under the State Legislative mandate contained in Sections 65300/65403 of the Government Code, and the General Plan Guidelines promulgated by the Governor's Office of Planning and Research in 1987. The need for revision of the Long Beach General Plan, however, goes far beyond the Legislative mandate. It is based upon the City's need for a current, manageable set of development policies and objectives flowing from the experiences of the decade 1978-1988.

The City of Long Beach intends its Land Use Element also to contain statements of policy in detail not usually found in general planning documents.

The fundamental reason for this detail is that Long Beach is at a stage in its development where broad brush generalities are no longer satisfactory for the desired control over preservation and development of the residential neighborhoods, commercial centers, and other major land use components of the City's fabric. Land use decisions in Long Beach are rarely made on a very large scale, but most often on a project scale. Since nearly every project proposal coming before the City Planning Commission and City Council affects, in some way, already established properties on the project's perimeter, the Land Use Element must provide policy guidance on a much more discrete level. That level is provided in this document.

The General Plan Land Use Element was last adopted in 1978. It was the first realistic, policy-oriented plan for City growth and development. It emphasized investment, development, and reinvestment, especially in the older parts of the City and in the downtown. Another major emphasis was on the creation of affordable housing. The 1978 Element followed by 20 years the General Plan of 1958 (adopted in 1963), which was developed in an era in which the national, post-war mentality was directed toward geographic expansion and population growth on a very large scale. This attitude was reflected in the Long

Beach General Plan of 1958 by permitting very high density residential development on a significant portion of the land area of the City, producing a potential population of 1.5 million.

The 1978 Land Use Element reined in this potential for disruptive and uncontrolled growth, scaling population expansion down to a more manageable 450,000*.

In general, the 1978 plan very effectively advanced economic expansion, concentrating investment in the older areas of the City, and promoting new housing construction. Because of its broad-brush approach, however, it permitted and encouraged recycling over large areas without attempting to identify those specific streets or sites where it could be best accepted by existing infrastructure and surrounding uses; it neither anticipated nor controlled the detailed problems of design and density compatibility between new development and existing uses.

One of the problems with the 1978 Land Use Element is that it has lost integrity through frequent amendment. Owing to the process of small scale community planning following adoption of the plan, and the encouragement of investor-generated changes to the plan as a part of the revitalization strategy, a total of 391 amendments to the plan were proposed over the past decade and nearly all of these were adopted.

Because of their large numbers, it is not possible to assess the cumulative impact these amendments had on the 1978 Land Use Element, but there is no doubt that they wrought significant changes to the basic policies of the plan.

It is therefore in the best interest of the City to revise the Land Use Element based on policies generated from the Strategic Planning Program and the development and growth experiences since 1978. The reader

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* 450,000 was the projected build-out capacity. The Plan estimated 390,000 by the Year 2000, a total that was exceeded by 1986.

will find, however, that this revision is more of a "mid-course correction" than a complete transformation of policies. Most of the goals and objectives of this plan correspond with those of the 1978 plan. The emphasis, however, has changed.

If this emphasis could be condensed into one phrase, it might be "quality instead of quantity". There is more concern now about the quality of the downtown pedestrian experience, the preservation of historic structures, the creation of art in public places, the ambiance of the neighborhoods, the excellence of architectural style, and the rounding out of the City as a pleasant and livable place for now and the future. More attention is concentrated on the activity centers of the City -- places in which to shop and work -- and on the functions of the City's major streets and the land uses which front them.

There are greater restrictions on high density residential developments in this plan, but sufficient quantities are allowed along thoroughfares and in the downtown to support the expected population growth.

There is a strong acknowledgement in this plan that the residential neighborhoods are the heart of Long Beach and must be preserved if the City is to realize its potential as one of the finest places in California in which to live and work. The section entitled State of the City elaborates on this theme and provides some directions for the future.

It is intended that the land use policies stated in various sections of this Land Use Element will guide decisions related to land use issues at the project, neighborhood, and citywide levels. In this way, the consequences of proposed action will be more clearly understood in the context of a larger community of interest. Further, it is expected that investors and developers wishing to create new projects in Long Beach will become familiar with the policies of the Land Use Element and design their projects within the guidelines set forth herein.

STRUCTURE OF THE LAND USE ELEMENT

The process involved in preparation of LONG BEACH 2000: THE STRATEGIC PLAN provided the opportunity, on a citywide scale, to assess the myriad of aspirations and needs of diverse individuals and groups. That Strategic Plan sets the fundamental goals of this General Plan, and its process constitutes one of the most significant aspects of citizen participation in construction of this Land Use Element of the General Plan.

Two quite different viewpoints are represented in this Plan. One is the so-called "bottom-up" viewpoint. This is a view of the City's future from the perspective of an individual resident or a neighborhood. It involves matters of daily importance to the welfare and happiness of residents and neighborhoods, such as housing types, densities, shopping, schools, public facilities, streets, and places to work and play.

This aspect of the Plan has received more attention than any other. It reflects nearly a decade of community planning experience in the neighborhoods of Long Beach and the opinions gleaned from countless meetings with citizen groups. Those opinions, and recommendations stemming from them, can be found on nearly every page of this document.

The other major viewpoint represented in this Plan is the so-called "top-down" view. This approach to the Plan involves assessing the types of longer range aspirations of citywide importance, and recognizing the larger forces affecting the City's future. Some of the aspects of this are: regional growth pressures; transportation problems; air quality; waste disposal; housing and employment relationships; economic health of the City; preservation of natural resources and the environment, and development of adequate retail commercial.

This Plan seeks to reach a balance between the two views of the City for the benefit of all its citizens.

The Land Use Element is comprised of several major components. They are interrelated and internally consistent, forming a base for planning decisions in the future. The major components are:

1. The Forecasts Component. This section presents the forecasts of population, housing, persons per dwelling unit, employment, and retail demand as a basis upon which to make future land use planning decisions.

2. The Urban Design Component. This analyzes how the City is structured and the context in which one sees and understands the many parts of the City. It is from this analysis that the other components arise.

3. The Neighborhood Component. This contains all the assessments of and recommendations for the City's residential neighborhoods.

4. The Activity Center Component. Contained herein are all those centers of different kinds of human activities in the City not included in the Neighborhood Component. These include centers of business, employment, recreation, arts and cultural events, and the like.

5. The Traffic Corridors Component. This is the network of major streets which tie the neighborhoods and activity centers together and provide regional access to and from the City and local access within it. Included in this component are only those thoroughfares on which there are conflicts between the fronting land uses and the transportation mission of the street.

Considerable background material is included in this Plan. This inclusion is to help the reader understand the reasons behind the recommendations, and to provide present and future decision-makers with a clear basis for making land use, design, and development decisions.

REGIONAL INFLUENCES ON THE CITY OF LONG BEACH

At its 1988 population of 416,000, Long Beach is the second largest city in Los Angeles County, and the fifth largest city in the nation's largest state. Yet these facts are almost lost in the context of the urban fabric of Southern California, where populations are measured in the millions in Los Angeles City and County, in Orange County, and in San Diego City and County.

These huge and still-growing populations share a common interest in and compete for affordable homes, rewarding employment, salutary lifestyles, pleasant recreation, and easy transportation. As the region has expanded, all of these are increasingly difficult to attain.

Southern Californians are finding that they also share concerns about air pollution, waste disposal, overloaded transportation systems, crowded living environments, and a general disintegration of the California lifestyle which attracted many residents here in the first place. The former differences among cities are becoming blurred. Each city begins to resemble all the others through the sharing of problems common to the region. City prosperity, in the economic and social senses, is hardly separable from regional prosperity, just as local problems are hard to separate from regional problems.

It is very difficult, therefore, to insulate Long Beach from the overall trends of the region. It is also difficult, but not impossible, for Long Beach to have a significant local impact on the regional trends. Long Beach has been anything but politically ineffective in regional planning. Its elected representatives and staff members have consistently participated in, and even led, the development of regional planning policies. These roles should be continued into the future.

The Long Beach General Plan recognizes and proposes to respond to the trends which are expected to mold the future of the Southern California region. Where possible, it attempts to take advantage of positive trends by capitalizing on unique advantages of the City (such as its

thriving port). On the other hand, the Plan tries to minimize the impact of negative regional trends upon the City, while recognizing that it cannot isolate itself from them.

Perhaps most important, the Plan recognizes that the City of Long Beach has an obligation to participate in the solution of major regional problems. It should seek to minimize its contribution to regional problems in transportation, air pollution, housing and solid waste disposal, while achieving its full potential as one of the region's major sub-centers of economic and cultural activity.

The more dramatic general trends which are expected to have a significant influence on Long Beach's future are briefly reviewed here. A suggested general response to each is also presented; specific recommended responses are set forth as part of the goals and objectives beginning on page 17.

Population Growth Pressures

The acknowledged growth pressures on the region are enormous. The present population of 13.6 million in the five-county area is expected to reach 16.4 million by the Year 2000, making greater Los Angeles the only fast-growing large city in North America or Europe. As the area's population increases, it will also become more cosmopolitan, with more than 50 percent of the population composed of Blacks, Asians and Hispanics by the Year 2000; the largest growth is expected among Hispanics. These regional population growth pressures will be felt, of course, in Long Beach.

If our City were to grow at the projected regional growth rate, we would expect to add over 85,000 people, by the Year 2000, to bring our total population to over 500,000. This could only be accomplished in a fully developed city such as Long Beach in one of two ways: (1) severe overcrowding of existing housing; and/or (2) demolition of large numbers of existing lower density housing and replacement with higher density housing.

The first is clearly unacceptable from a health and safety standpoint. The second could dramatically change the City's lifestyle, an attribute which the Strategic Plan has sought to preserve and enhance.

The City of Long Beach should accept its regional responsibility for some of the projected population growth, particularly since the City is actively pursuing the economic development which can provide employment for an increased population. That growth should not be so great or so rapid, however, as to compromise the City's quality of life, in terms of traffic and parking congestion, overcrowded schools and playgrounds, and inadequate water, sewer and other infrastructure.

Moreover, it should not destroy the healthy balance which the City now enjoys between single-family and multi-family living, between rental and owner occupancy, and among differing socio-economic and ethnic groups.

Therefore, the Strategic Plan accepted population projections by the City's Department of Planning and Building of 450,000 for the Year 2000. This Land Use Element similarly accepts these projections, along with the concept of managed growth, which will allow the absorption of more households while maintaining and improving the overall quality of life.

Economic Growth Pressures

The economy of our region is large, vibrant and growing. In terms of gross regional production of goals and services, it would rank as the world's eleventh largest "nation", greater than Australia or Switzerland.

The economy has a broad base, including aerospace, manufacturing, entertainment, finance, oil production, international trade, and tourism. These make it relatively recession-proof.

This region has always boasted more high tech industry than the Silicon Valley. A decade ago Los Angeles surpassed San Francisco as the West Coast's financial center, ranking second in the U.S. only to New York City. Several years ago international trade across the Pacific surpassed that across the Atlantic, and the combined Port of Los Angeles-Long Beach became the largest U.S. port. Clearly, this region has the potential of becoming this nation's financial and cultural center, as well as America's gateway to the booming economy of the Pacific Rim nations.

The City of Long Beach is well poised to benefit from the most promising of the region's economic growth sectors.

Key factors which strengthen our competitive position are the existence of the port, the attractive coastal environment, well-respected medical institutions, a major aerospace manufacturer, and a skilled and diversified labor force. These were recognized in the Strategic Plan, when it set forth as an economic development policy:

> "Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism."

The City probably has the ability to attract more economic activity than it can comfortably absorb, thereby allowing it to become increasingly selective. Selectivity is important, because if job growth were permitted to substantially exceed the increase in local workforce, pressure would build for increased housing construction at higher densities. In addition, the City would be moving contrary to regional objectives for subregional job-housing balance, as discussed below with regard to traffic congestion and air pollution.

Traffic Congestion and Air Pollution

Freeway traffic is expected to grow so significantly in coming years that meeting the demand at a reasonable level of service would require

the equivalent of double-decking more than half of the region's freeways.

This solution is unlikely because of funding and environmental constraints. Therefore, the level of service is likely to degenerate significantly, leading to personal frustration with congestion, reduced regional productivity, and constraints upon individual choice on work hours, location of home and workplace, etc.

Long Beach residents will undoubtedly suffer the effects of this growing problem, particularly if they are freeway commuters to jobs outside of the City. Increased congestion can also be expected on local streets, due both to local economic development and to through traffic which will increasingly be seeking alternatives to congested freeways.

The City has a responsibility to its citizens to insure that street improvements and traffic management programs are implemented to fully meet the increased travel demand of new economic development. The City also has a regional responsibility to promote a development pattern which will not further contribute to the problem.

Specifically, it should plan for a reasonable balance of jobs to housing units, making sure that local job opportunities are reasonably related to the skills of our workforce. In this way, the need for long freeway commutes will be minimized, thereby reducing potential traffic congestion, air pollution and energy consumption.

Air Transportation to Serve the Region

Regional air travel demand will soon exceed 65 million annual passengers (MAP). Los Angeles International Airport is already at its stated capacity of 45 MAP. Ontario Airport will also soon be saturated. Federal, State and regional authorities, therefore, will be seeking new solutions to this problem. Long Beach resists pressures to expand operations at Long Beach Airport to accommodate regional air travel

needs. Regional planners have examined other alternatives which could affect Long Beach, such as construction of a major new off-shore airport in San Pedro Bay.

Either of these two proposals would have significant impacts on the future development of the City. Long Beach has adopted a firm policy to limit growth of its airport in order to protect surrounding residential neighborhoods from the noise and other hazards of frequent overflights. Also, before the City considers an off-shore alternative, it should be certain that very important environmental, safety and access problems would be resolved in a satisfactory manner, and that the City would enjoy significant benefits from the project.

Solid, Liquid and Hazardous Waste Disposal

One of the many difficulties of regional population and economic growth is the suitable disposal of greater quantities of solid, liquid and hazardous wastes. Solid waste disposal will become increasingly expensive as local disposal sites are closed and wastes must be transported to even more distant sites. The historic practice of disposing of liquid wastes into the ocean with minimal treatment is increasingly being attacked on environmental grounds. Future disposal will require much more expensive treatment. State laws now direct each community to deal with its own hazardous wastes, requiring that disposal sites be identified in the Land Use Element of the General Plan.

The City of Long Beach is addressing the problem of solid waste disposal. The Southeast Resource Recovery Facility on Terminal Island will process all of the City's solid waste, plus that of neighboring jurisdictions. The City is dependent upon the Los Angeles County Sanitation District for disposal of liquid waste. Although industrial and commercial uses in the City generate significant quantities of hazardous waste, it is difficult to locate suitable disposal sites in the City in proximity to residential areas. On-site hazardous waste treatment will become increasingly desirable and feasible as off-site disposal becomes more difficult and expensive.

The past two decades of planning and development in Long Beach have produced some remarkable results, especially in renewal of downtown and preservation of the shoreline. There have also been some unexpected disappointments, particularly the emergence of numerous high density residential projects in lower density, more stable neighborhoods. These experiences have been useful in helping to plan future actions so that the successes will be multiplied and the disappointments eliminated.

It is appropriate, therefore, as an introduction to the revised General Plan, that observations about the current state of the City and its special characteristics be summarized as a basis for postulating the future. The following paragraphs contain that summary, intended to convey a general flavor of current conditions with hints for the future. (It is not a comprehensive survey of every important issue to be addressed by the General Plan.) The goals for the City's future, expressed elsewhere in this document, will be better understood in the context of this short summary.

THE CHARACTER OF THE CITY

Long Beach has many unique characteristics which distinguish it from most other Southern California communities. These characteristics should be respected and nurtured so that they will continue to enhance the City's special lifestyle.

Among the most important of these characteristics is that Long Beach is blessed with favorable natural resources. The oceanfront orientation of the City is preeminent. Special amenities are associated with its oceanfront, such as beaches, the water itself, cool, fair weather, clean air, and views.

Of all the factors which make this site desirable for human habitation, these are among the most valued. They must, therefore, be protected so that they will continue to contribute to the unique character of the

City. Thus far, Long Beach has managed to develop its oceanfront resources intelligently without degrading or destroying them. It is likely that these resources can be further developed and enhanced for even greater human enjoyment, if sensitively planned and programmed.

Long Beach has a more "finished" look than most other communities in California and around the nation. It looks neat and clean, is well maintained, and is green. The high level of public works is very obvious. Long Beach has "kept up" rather than deferred many of its problems to the future. This practice had its genesis in the social and public attitudes of the City's founders and early residents, and has made its way into the attitudes of the present population, influencing the way they think about their City and how they want it to look and function.

It is important that continuing good maintenance be encouraged through long range planning so that City and neighborhood pride is sustained and perpetuated into the future. Unfortunately, severe limitations on City financial resources since passage of Proposition 13 threaten its ability to continue to maintain its public facilities at this traditional high level.

Long Beach does not conform to generic descriptions of typical Southern California communities.

It is not a bedroom town for some larger city, so it does not have many of the severe commuter and transportation problems associated with most of its neighboring cities.

It is not a center for manufacturing which makes negative land use and environmental demands, yet many residents are employed here.

It is not a beach town in the classical sense of that description, even though it has dense community development of all types along its extensive shoreline.

It isn't an office or retail center, but has sufficient development of the former to be competitive regionally. But the City has less major retail than its population requires, which represents a loss of convenience for our residents and of sales tax revenue for the City.

Long Beach is, in short, a complete city which, in some ways, seems to have been bypassed by many of the terrible urban problems which characterize so many of its neighboring cities. It is, therefore, different, and because it IS different it demands innovative directions for the future rather than the rote application of standard planning techniques which have traditionally been applied to city planning problems.

Long Beach has a great diversity of people, housing types, and neighborhoods. Generally its citizens share a good quality of life. It is important to recognize those qualities and to build on them rather than to plan in ways which could threaten them.

Additionally, the City has a different kind of "rhythm" which, among other things, contributes to a generally high "comfort level". The elements of this rhythm should be identified and preserved in future plans for growth and development.

Finally, there is a remarkably high level of responsible and caring public participation in the political process at all levels. This underlying social phenomenon must be sensitively nurtured into the future to assure that Long Beach does not become just another faceless segment of the Southern California megalopolis.

CONCERNS OVER GROWTH

Ten years ago, Long Beach was not concerned over growth; if anything, it was concerned over non-growth. Downtown was deteriorated, economic activity was stagnant, population was constant in numbers but rapidly changing in ethnic composition, and housing was becoming increasingly unaffordable. The 1978 Land Use Element of the General

Plan, and the subsequent 1980 community Development Strategy, responded to this condition by promoting downtown redevelopment, stimulating economic growth around the Airport and the Westside Industrial area, and encouraging new apartment construction in the older areas of the City within a 2-1/2 mile radius of downtown.

Today, Long Beach is very much concerned over growth.

The objectives of the 1978 Land Use Element were achieved more rapidly and more completely than its framers could have imagined. Downtown redevelopment has been a tremendous success. Jobs have increased by nearly 25 percent. Over 18,500 housing units have been constructed, mostly apartments in the affordable middle-income range. Population has increased dramatically, up 13 percent in ten years, with particularly significant increases in Asian and Hispanic families.

The effects of this rapid growth have not all been positive. Public schools, which had empty classrooms a decade ago, are now bulging at the seams. The School District is now rushing to erect temporary classrooms, lease vacant school buildings in adjacent jurisdictions, initiate year-round education on a trial basis, and construct three new elementary schools.

Public recreation facilities have similarly reached capacity. Every available ballfield is reserved for every available time period for the entire season.

And traffic is gradually but steadily increasing throughout the City. Intersections which once flowed freely are now congested in peak hours.

The most severe negative impacts have been felt in the City's older residential neighborhoods. It is here, where housing is most affordable, that many of the new immigrant families have settled. The incidence of overcrowded housing, which had been improving steadily in

recent decades, has once again become a severe problem. It is also here in the older neighborhoods, where zoning permitted higher density housing, that a rash of new apartment construction took place when interest rates declined in the early '80s. The combined impact of more housing and more overcrowding of existing housing meant dramatic increases in the numbers of people and of automobiles.

The symbol of rampant, unwanted growth has become the new eight-unit, box-like apartment house on a single residential lot.

In the early '80s, under pressure from its citizens to increase the supply of affordable housing, the City reduced its multi-family housing development standards to permit developers to realize the full density permitted in the General Plan.

Although it was intended that this new housing would be built on sites of three parcels or more, developers soon discovered ways to cram too many units on too small a lot, such as eight or more units on a single lot in a bulky, three-story box-like structure. Further construction of this unattractive type of apartment building was made impossible in 1986 with adoption of new residential design standards recommended in the Sedway Cooke study. Nevertheless, the fear of intrusion by these three-story monolithic structures has sparked continuing demands for downzoning in many of our older neighborhoods. New development has, at times, destroyed older buildings of significant historical and cultural value to the City.

Indeed, concern over growth looms very large in Long Beach today. It is the major issue with which this Land Use Element must deal. The challenge is to reconcile the strong pressures for growth with the equally strong pressures for stability and neighborhood preservation, all in a way which maintains that special character which gives Long Beach its unique identity.

The strategic planning process, culminating in the report entitled "Long Beach 2000: The Strategic Plan", provided the impetus for setting short and long range growth and development goals. These were proposed, debated, and finally adopted by the citizen groups which made up the planning process. They were approved by the City Council as universally accepted guides for the future. It is therefore wholly appropriate that these goals and objectives be incorporated into the revised General Plan to help set a positive and determined course for Long Beach through the year 2000.

- Managed Growth: Long Beach accepts the population and economic growth anticipated through the Year 2000, and intends to guide that growth to have an overall beneficial impact upon the City's quality of life.

- Economic Development: Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism.

- Downtown Revitalization: Long Beach will build its downtown into a multi-purpose activity center of regional significance, emphasizing a quality physical environment, a pedestrian focus, and a wide variety of activities and architectural styles.

- New Housing Construction: Long Beach encourages the development of 24,000 new housing units through the Year 2000, with emphasis on filling the gaps which exist or are anticipated in certain sectors of the City's housing market. In the immediate future, the emphasis should be on for-sale housing for first-time homebuyers and upon upscale residential development in and around the downtown area.

- Affordable Housing: Long Beach views its existing housing stock as its greatest resource of affordable housing, and will stimulate and support continued maintenance and reinvestment in that housing stock. It will take advantage of every available State and Federal program to make its housing affordable to its population, but it will not sacrifice long-term quality for short-term affordability in new or rehabilitated housing.

- Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the efforts of residents to maintain and strengthen their neighborhoods.

- Quality Services: Long Beach will emphasize quality in the provision of services to its residents and businesses, and will strive to make public services readily accessible to all citizens.

- Citizen Opportunity: Long Beach finds strength in the increasing diversity of its population, and will seek to ensure that opportunities are available to our new citizens to fully participate in the community and to achieve their personal goals.

- Quality Education: Long Beach recognizes that quality education is a key ingredient in building a successful community through the Year 2000, and it will foster community-wide support of education of all levels and for all age groups.

- Facilities Maintenance: Long Beach will maintain its physical facilities and public rights-of-way at a high level of functional and aesthetic quality, manifesting the pride of the citizens in their City and ensuring that future generations need not bear the burden of deferred maintenance.

- Adequate Water Supply: Long Beach will continue to take the actions that are necessary to preserve an adequate supply of water for domestic, commercial and industrial purposes.

- Functional Transportation: Long Beach will maintain or improve the current ability to move people and goods to and from development centers while preserving and protecting residential neighborhoods.

- Arts and Culture Support: Long Beach recognizes art and culture to be necessary ingredients of a quality living environment, and will create and support the mechanisms through which private individuals and organizations can expand cultural opportunities for all residents.

- Citizen Participation: Long Beach will pursue increased opportunities for citizen participation in public decision-making, and will encourage voluntary efforts to provide and improve local facilities and services.

- Financial Stability: Long Beach will make the efforts necessary to maintain stable local government financing; to identify and to prioritize existing and potential financing resources; and to make those fiscal allocations required to meet the goals which have been established through the Strategic Planning process.

Those goals dealing with population growth, economic development, housing, infrastructure, and transportation relate most specifically to the Land Use Element of the General Plan. These goals from Long Beach 2000 are further clarified and quantified in the following paragraphs so as to make them operational objectives to guide the preparation of the Plan.

- Managed Growth

  The concept of managed growth is the underlying goal upon which the entire Land Use Element of the General Plan is based. Long Beach has historically prospered during periods of economic and population growth. The present growth cycle, however, differs from those of the past, in that there remains little vacant land to develop. Increasingly, growth will require recycling and increased density. The way in which new development is designed, and the

manner in which the impact of increased density is mitigated, will determine the degree to which the quality of life of our City is preserved and enhanced. Therefore, the goal of accepting increased growth is conditioned by the very important phrase, "to guide that growth to have an overall beneficial impact upon the City's quality of life".

Those qualities which define our lifestyle are multi-faceted and complex. We enjoy many of the attributes of other Southern California cities, including an enjoyment of the outdoors enhanced by a coastal location. What makes our lifestyle unique, however, is the satisfying balance which we have struck between the friendliness and tranquility of small town life and the excitement and opportunity of a big city economy. This balance is a delicate one, which the General Plan must preserve through a sensitive and restrained distribution of land uses and densities throughout the City.

The City should support efforts aimed at preserving Long Beach's significant historic and cultural places and buildings, recognizing that a mixture of old and new structures adds richness to the urban fabric and helps establish a sense of place with which all citizens can identify.

The City should develop a long term strategy to create a setting where the arts and culture will flourish in the City. This should be encouraged through active street level uses, pleasant pedestrian routes, and special activities combining public art and permanent cultural facilities. Public art treated as an integral part of the environment will help create a rich variety of arts for the community. The City should require private investment in the arts through an assessment of a percentage of the construction cost of new projects. This requirement should be broad enough to encourage a variety in art, spaces, and activites, and is a way of strengthening the City's cultural image in the long term.

This Plan is designed to comfortably accommodate a population of 450,000 by the Year 2000. In order to preserve quiet residential neighborhoods, and to accommodate travel between residential and commercial areas, new housing must be concentrated around Downtown and the other economic activity nodes of the City, and along some of the principal streets which connect them. Only through such managed growth can Long Beach enjoy the benefits of increased population and economic activity, while preserving its unique quality of life.

o Economic Development

The Strategic Plan envisioned an economic future for Long Beach which is closely tied to international trade. Growth and development in this sector will be most predominantly concentrated around Downtown and the Port. But the Plan also foresaw continued growth in historically strong economic sectors, specifically aerospace (which should concentrate in and around the airport), bio-medicine (which should focus on the Memorial Medical complex), and tourism (which should extend along the entire shoreline, but center primarily around the Downtown Shoreline, the Convention Center and in the Alamitos Bay Area).

The primary reasons for fostering economic development are to create employment opportunities for our population and tax revenue for our city. These ends should not be realized at the expense of environmental quality, with regard to air and water pollution, industrial hazards, and unmitigated traffic impacts.

Since land for commercial and industrial uses is scarce, choices will have to be made among potential uses. In such situations, preference should be given to those uses which provide a large number of jobs of types which parallel the skills of our workforce, which generate more tax revenue than the added cost of public services they will require, and which do not harm our environment.

As an operational goal, the Land Use Element should seek to provide at least 1.35 jobs for every household in the City. This favorable balance of jobs to households will assure residents a reasonable opportunity to find employment within Long Beach, thereby avoiding long commutation. Reduced home-to-work travel will also have regional benefits in terms of reduced air pollution, freeway congestion and energy consumption.

o Downtown Revitalization

The current boom in downtown development began in the early 80's following the completion of the Downtown/Tidelands Plan. The Downtown Redevelopment Program was infused with increased Federal and State funding for public streetscape, transit and open space improvements, to which the private sector responded with new office and hotel development. However, if downtown is truly to become "a multi-purpose activity center of regional significance", increased attention must be given to retail, entertainment and residential uses in and around downtown. And care must be taken that the recycling for new development spares our most precious historic structures, so that each new generation can appreciate and enjoy the heritage of our City.

o New Housing Construction

The 1985 Strategic Plan called for an increase of 24,000 housing units through the year 2000 to accommodate the population goal of 450,000. To achieve this net increase in face of anticipated losses to demolition, a total of approximately 30,000 units would have to be constructed over the fifteen-year period.

Since the Strategic Plan was prepared, 9,400 new housing units have been constructed. This leaves a remaining goal of 20,600 new housing units to be constructed over the next 12 years, a reasonable goal in light of the experience of recent years. The Land Use Element must provide capacity for this level of new residential

development, resulting in a total of approximately 186,000 housing units in the year 2000.

- Affordable Housing

  As stated in the Strategic Plan, our greatest resource of affordable housing is our existing housing stock. Although some of this stock will be lost each year to provide sites for new residential and economic development, and some will be lost to physical deterioration, it is the goal of this plan to preserve 97 percent of the existing housing stock through the Year 2000. To accomplish this, the Plan must limit residential densities to their present level in most neighborhoods, so as to reduce the economic incentive to replace existing relatively affordable units with new more expensive housing.

- Neighborhood Emphasis

  All of the above reinforces the neighborhood emphasis recommended in the Strategic Plan. Long Beach is, and should remain, a city of strong neighborhoods. The Land Use Element must, therefore, study each neighborhood individually, identifying its present strengths and weaknesses. The Plan must identify existing deficiencies in necessary neighborhood services (e.g., recreation, local shopping, and public schools), and offer opportunities to provide for these services as the Plan is implemented.

- Facilities Maintenance

  The people of Long Beach have historically enjoyed five parks, attractive streets, clean water and safe disposal of wastes. The high quality of these supporting physical facilities (or infrastructure) has been a source of pride and comfort. An important goal of the General Plan is to maintain the quality of these facilities over time. The Land Use Element plays an important role in defining the magnitude and geographic distribution of expected growth which will place increased demand upon these facilities. As such, it identifies in advance the needs for facility expansion so that such expansion can be planned and programmed in an orderly manner.

o Functional Transportation

To plan for land use without consideration of transportation is to plan for failure. Indeed, it is the lack of coordination of land use and transportation planning at the regional level which has brought upon California urban regions the ever-increasing problems of traffic congestion.

Relatively speaking, Long Beach does not suffer under extreme traffic congestion, even during peak hours. Although some intersections in the city now operate at level of service "E" (a traffic engineering shorthand describing a situation where traffic volume equals 90 percent of street capacity), most streets and intersections operate at level "D" or better (traffic volume between 80 and 90 percent of capacity). It is the goal of the General Plan that arterial streets should continue to operate in peak hours at level of service D or below.

As discussed above, one way that the Land Use Element can contribute to this goal is to locate sufficient employment in the City in proximity to residential areas. It can also permit sufficient employment and residential densities along transit routes to encourage transit ridership.

The Land Use Element must also recognize those major streets which will be most heavily travelled, and propose land uses along them which can tolerate such high traffic volumes while not themselves generating frequent in and out traffic which will interrupt flows on the arterials. The more specific transportation improvements and management techniques to solve specific traffic problems expected through the Year 2000 will be addressed in the Transportation Element of the General Plan.

FORECASTING FOR THE GENERAL PLAN

Many of the policies of the Land Use Element are based upon forecasts of several components key to long range planning decisions. The components which were the subject of forecasts are:

Population
Housing
Persons per housing unit
Employment
Retail demand

The latter two forecasts were prepared expressly for this general plan revision. The population/housing/PPHU forecasts are part of a continuing program of the Department of Planning and Building. First developed and released in 1986, the forecasts are updated periodically. Detailed explanations of these forecasts and the methodology are contained in several reports published by and available from the Department of Planning and Building. The current forecast will be revised upon adoption of the Land Use Element, and after the 1990 Census.

Population and Housing

The forecasts of population and housing are presented for each census tract in the City. Briefly summarizing the forecast, population was expected to take a fairly dramatic upward turn after 1980, and to continue to grow at a rapid rate until about 1992. Thereafter, the growth curve is expected to begin to flatten, with noticeable slowing around the year 2000.

The actual growth in population and housing units, as estimated by the State Department of Finance and as shown by the building permit records of the City, indicate clearly that the forecasting methodology is sound and produces credible results. However, it will not be until after the U.S. Census of 1990 that hard data are available for a thorough check of the accuracy of the forecasts.

It appears that the City's population will reach the 450,000 estimate before the year 2000. The forecast will be revised after the 1990

Census, and statistical data in this Land Use Element will also be revised to reflect the new population. However, citations of population forecasts in this element are not to be construed as constituting a "cap" on development beyond which proposed housing developments would be denied for the reason of having exceeded the population estimate.

The following key data are forecast for the year 2000, the "target date" of this general plan revision:

Total Population	450,630
Total Housing Units	186,129
Average PPHU	2.35

Using 1988 as the base year for comparisons, the future increment of growth, if the forecasts are realized, will be:

Population	34,200 increase
Housing	20,600 new units, or a net increase of 16,000 after demolitions are subtracted
Persons/HU	Increase of 0.05 from about 2.30

Population Density

This Land Use Element uses the correlation between the number of housing units and population as the measure of population density, expressed as persons per housing unit. These values are found on the tables for each census tract for every forecast year. They represent the forecast average for the housing stock in each tract, and therefore represent reliable planning data for the tracts.

The population density value used for new housing units constructed through the year 2000 is approximately 2.1 persons per unit.

Employment

Employment Trends, 1980-87

It is estimated that there were approximately 198,500 jobs in the City of

Long Beach in 1987. About 60% of these jobs were in the service and manufacturing industries.

The service industry is primarily made up of business support services, amusements, health care, personal and repair services. Manufacturing is the sector of the economy which has experienced the most job growth since 1980. It includes businesses engaged in the production of products which are mostly airframe and defense related.

In percentage terms, the fastest growing sector of the economy was government or public administration, followed by manufacturing, and communications and utilities. Areas of the economy showing some decline since 1980 include transportation, construction, wholesale trade, and finance-insurance-real estate. Overall, the City's job base increased by 22% since 1980.

Much of the economy is related to the movement of goods through the City's world class port. Major downtown revitalization and more international trade are manifestations of the City's growth as a competitive force in Southern California.

Balance Between Jobs and Housing

Job growth outpaced housing growth in the 1980-87 period. While the ratio of employees to housing units was about equal in 1980, the trend since then has been to become more "job rich". The ratio of jobs to housing units was 1.18 in 1987. In this regard, the City is becoming more like the County of Los Angeles.

The County of Los Angeles is very job rich, with a ratio of 1.38 employees to housing units. In percentage terms, the City's growth in jobs was four times that of the County's, while housing growth was slightly under the County level for the 1980-87 period. The goal of the City is to at least achieve approximate parity with the Los Angeles County ratio of jobs to households. The projections shown on the following table result in a ratio of jobs to households in the Year 2000 of 1.35 to 1.00.

Employment Projections, 1987/2000

Projections of future employment are based upon the goals stated in this General Plan and in the Long Beach 2000, Strategic Plan. They are, therefore, matters of policy, representing the direction the City wishes to take. The only sector which shows a slight decrease between 1980 and 2000 in this projection is construction which, after the explosive housing boom of 1984-1986, is expected to be concentrated on the commercial and industrial segments of building.

The three employment sectors expected to show the highest increases are finance-insurancereal estate, retail trade, and services. These increases reflect the continuing successes of national and international trade and the commerce associated with it, and the growing importance of retail trade and services in the Long Beach economy.

New jobs were added at the rate of 5,105 annually during the 1980-1987 period. Between 1987 and 2000, the average annual rate of new jobs added is expected to be around 4,100.

Research provided by the Southern California Association of Governments, May, 1988.

EMPLOYMENT AND PROJECTED CHANGES

OCCUPATION	1980	1987	1980/1987 % CHANGE	1980/1987 NET INCREASE (DECREASE)	2000	1987/2000 % CHANGE	1987/2000 NET INCREASE (DECREASE)
Agriculture, Mining, and Petroleum	2,476	2,520	1.8	44	2,804	11.3	284
Construction	6,938	6,160	-11.2	(778)	6,574	6.7	414
Manufacturing*	38,712	56,980	47.2	18,268	70,655	24.0	13,675
Transportation	9,030	8,000	-11.4	(1,030)	9,783	22.3	1,783
Communications, Utilities	4,172	5,700	36.6	1,528	7,065	23.9	1,365
Finance, Insurance, and Real Estate	9,266	8,490	-8.4	(776)	I3,587	60.0	5,097
Wholesale Trade	8,590	8,350	-2.8	(240)	10,326	23.7	1,976
Retail Trade	25,791	28,340	9.9	2,549	39,132	38.1	10,792
Services	51,029	60,570	18.7	9,541	77,403	27.8	16,833
Public Administration	6,803	13,440	97.6	6,637	15,221	13.3	1,781
TOTALS	162,817	198,550	21.9	35,733	252,550	27.2	54,000

* Manufacturing includes Research and Development

Sources: 1980/1987, Southern California Association of Governments.
2000 Projections, Long Beach Department of Planning and Building.

Land Use Implications of Increased Employment

As the workforce expands in the future, so will the need for space to accommodate the workforce. It is possible to calculate the square footage needs for new workers in each of the employment categories and to recommend appropriations of the space needs to various parts of the City. Such calculations have as their variable components not only the numbers of expected new workers, but also the average square footage needs per employee, the number of stories in the future buildings, and the expected land coverage of the various building types.

Such calculations can be useful in planning for future land uses. Their utility is most significant for cities whose expansion is almost exclusively on vacant land, but less valuable in a city like Long Beach, where most growth takes place by filling vacancies in existing buildings, replacing old structures with new ones, making multiple uses of existing structures, and, of course, building new structures on vacant land. Only the last alternative has land use implications of importance to the General Plan.

The following Table summarizes the projected number of acreage equivalents expected to be required for the expanded workforce by the Year 2000, and estimates the actual acreage of now-vacant land which may be needed.

OCCUPATION TYPE	ACREAGE EQUIVALENT	ACTUAL ACREAGE
Agri./Mining/Petroleum	(No additional vacant land needed)	
Construction	(Mobile workforce - no land impact)	
Manufacturing	188.0 Ac.	94.0
Transportation	(No additional vacant land needed)	
Communication/Utilities	(No additional vacant land needed)	
Finance/Insurance/Rea. Est.	22.5 Ac.	3.0
Wholesale Trade	56.7 Ac.	28.4
Retail Trade	309.5 Ac.	61.9
Services	104.0 Ac.	10.4
Public Administration	9.7 Ac.	1.0
TOTALS	690.4 Ac.	198.7 Ac.

The Land Use Element makes the following assumptions about the probable allocations of the new workforce and the actual acreage needs:

Manufacturing/Wholesale Trade. Most of these needs will be provided at the Port of Long Beach; the Long Beach Airport and environs; on presently vacant lands which are in the process of developing for manufacturing/wholesaling purposes (such as at the Freeway Business Park); and through the conversion of heavy industry sites to light industrial and warehousing uses, such as in north Long Beach.

Finance-Insurance-Real Estate. It is expected that requirements for these occupations will be satisfied primarily in the greater downtown area either in new buildings or by filling present vacancies in existing buildings. A small number of new sites is expected to be needed, distributed very widely throughout the City.

Retail Trade. Most new retail demand will be accommodated at existing retail centers or along main streets in existing or replacement buildings. Some new retail acreage will be required, such as at the proposed auto mall and for expansion in southeast Long Beach.

Services. It is expected that future space requirements for service businesses will be very diffuse and in many cases combined with retail developments. Services of certain kinds will also be important in new office buildings downtown and elsewhere. Therefore, a very small percentage of vacant land need is assigned to the service sector.

Public Administration. Future expansion in this area will be directed to sites now dominated by them, such as medical centers, the Civic Center, educational facilities, and military installations.

Retail Services

It is important that a broad variety of retail shopping opportunities be provided throughout Long Beach for the convenience of its residents and for the long range economic vitality of the City. This brief study examines the existing retail market in Long Beach, and proposes standards for the future to facilitate achievement of the long range objective.

Two basic types of retail stores are included here. The first is that type which provides more localized service to shoppers. Usually, merchandising convenience goods or necessities, this type includes food, drugs, and eating/drinking places. With the exception of supermarkets, stores in this category are usually fairly small and can be integrated comfortably within residential neighborhoods.

The other type of retail outlet serves a market larger than a neighborhood, or several neighborhoods. Purchases in these stores, called comparison goods, are usually more costly and made less often, and the stores are generally large and more difficult to integrate with residential neighborhoods. Included in this category are department stores, home furnishings, building materials, and auto sales-service-parts.

Information on taxable retail sales used herein is taken from the California State Board of Equalization annual report for the year 1986 (the last full year reported at the date of this study). That report shows a total of $2.152 billion in taxable retail sales in Long Beach. An additional $323 million in non-taxable food purchases is estimated to have occurred in 1986, bringing the total retail sales to $2.475 billion.

Despite this impressive total, Long Beach retail sales per capita are about 19% less than the Los Angeles County average. This is the result of competition from shopping centers in neighboring cities, and the lack of a full range of stores in Long Beach, problems which are interrelated.

The effect of this competition is felt mostly in the comparison shopping segment of the retail market, specifically department stores and automobiles. The City is moving aggressively to enhance the auto sales opportunities. There also appear to be opportunities to improve the department store situation in several locations, such as Los Altos, Bixby Knolls, and downtown. Recommendations can be found in the Activity Centers section of this report.

There are shortfalls in the convenience category as well. Most notably, there are large areas of the City which have no supermarket, although there is unquestionably the need in certain areas.

Finally, sales per square foot of retail space may lag behind regional averages, having a negative effect on total tax revenues. This analysis assumes that sales per square foot averages will reach pariety with regional averages.

The principal objective of this section of the Land Use Element is to recommend geographic distributions of the various types of retail land uses. This is approached in several ways.

First, those retail uses which are primarily of a convenience nature and neighborhood-serving are "distributed" on the basis of the buying needs of the average Long Beach neighborhood. This average consists of 3,000 households, and does not distinguish among the wide ranges of purchasing power characteristic of those actual neighborhoods described elsewhere in this report. Where neighborhoods are now clearly deficient in the convenience retail uses, commercial land uses are shown on the plans or indicated in the texts.

Second are the retail uses of a comparative shopping nature which have as their market areas a larger community (several neighborhoods) or the entire City. Future land use needs of these retail outlets are accommodated in existing centers, such as downtown, or along certain major thoroughfares, as indicated in the section on Arterial Corridors.

The chart entitled Retail Analysis shows fairly "hard" data on amounts of retail acreage needed in the future, and some of these acreages are related to a standard neighborhood of 3,000 households.

The purpose of this analysis is not to require that each neighborhood necessarily have a certain amount of retail space, but rather to illustrate the magnitude of future need so that proposals for new retail centers can be viewed in the context of neighborhood and citywide need. It also provides a basis for making future zoning decisions in the neighborhoods and along strip commercial streets of the City.

A brief explanation of the sources and methodology is contained in the notes at the bottom of the chart.

RETAIL ANALYSIS

TYPE OF BUSINESS	NO. OF PERMITS	TAXABLE TRANSACTIONS	ANNUAL PURCHASES PER 3,000 HOUSEHOLDS	SIZE OF AVER. L.B. OUTLET	OUTLETS/NEIGHBORHOOD EXISTING NEED	OUTLETS/NEIGHBORHOOD FUTURE NEED
CONVENIENCE GOODS						
Apparel Stores	212	$50,951,000	$960,000	2,185 sf	0.4 ac.	0.6 ac.
Drug Stores	70	31,910,000	600,000	3,507	0.2	0.3
Food Stores (all types)	280	461,603,000	8,685,000	5,930	1.4	2.0
Packaged Liquor Stores	148	38,685,000	735,000	1,584	0.2	0.3
Eating/Drinking Places	918	277,081,000	5,220,000	2,474	2.0	2.7
Also included in this category for analysis purposes are:						
Other Retail Stores	872	164,341,000	3,090,000	1,507	1.1	1.6
All Other Outlets	3,248	655,717,000	12,330,000	822	3.8	5.3
TOTALS, CONVENIENCE GOODS	5,748	$1,680,288,000	31,620,000		9.1	12.8 (per neighborhood)
					482.3	678.4 (citywide)

					OUTLETS/CITYWIDE EXISTING NEED	OUTLETS/CITYWIDE FUTURE NEED
COMPARISON GOODS						
General Merchandise Stores	79	$142,734,000	n.a.	12,045	43.7 ac.	91.7 ac.
Home Furnishings/Appliances	246	46,884,000	n.a.	1,657	18.7	39.3
Building Materials	87	140,916,000	n.a.	26,995	53.9	75.5
Auto Dealers/Supplies	157	336,266,000	n.a.	21,418	77.2	108.1
TOTALS, COMPARISON GOODS	569	$666,800,000			193.5	314.6
				Plus Convenience Acreage	482.3	678.4
				TOTAL ACREAGE NEEDS	675.8	992.0
				PERCENTAGE OF TOTAL URBANIZED AREA	3%	4%

NOTES

Food transactions include taxable and non-taxable sales

Outlet sizes are derived from average annual sales per square foot data from the Urban Land Institute.

Existing acreage is calculated on the basis of 50% average lot coverage, which includes many stores and centers of older design.

Future acreage need is calculated on the basis of 33% average lot coverage to accommodate the objective of achieving better design and development standards. Additionally, future need incorporates a projected increase of from 40 to 46% to accommodate forecast growth in households and to meet the goal of reaching parity with the Los Angeles County average per capita sales.

The acreage needs for Building Materials and Auto Sales categories are calculated on the basis of 100% lot coverage to recognize the indoor/outdoor nature of sales in these categories.

PRINCIPAL URBAN DESIGN FEATURES

The major landform in Long Beach is a flat plain formed in the geologic past between the two rivers, the Los Angeles and San Gabriel. This broad plain extends from the northernmost City boundary to the very edge of the sea in nearly unbroken fashion, with only a low bluff separating the plain from the water.

There are two notable exceptions to this flat landform. The most significant is the mound of Signal Hill in the heart of Long Beach. Though it is not very high in actual elevation, it appears tall because of its uniqueness in an otherwise featureless landscape. In the central part of the City, this hill divides south from north Long Beach physically. It also divides this part of the City psychologically, the hill is part of a separate, incorporated city. On the west and east sides of Long Beach, however, one is hardly aware of the hill - the plain is continuous.

The other landform which provides relief from the flat plain is the shallow bowl in the southeast corner of the City, in which one finds the communities of Naples, Belmont Shore, the Peninsula, and the newer developments along Pacific Coast Highway south of Loynes Drive. In this area, the land meets the sea directly without the separation of a bluff.

Aside from these two features, there is little of the topographic relief which, in some other cities, contributes to the variety and individuality of neighborhoods, or even helps to delineate them and give them special character.

There are, however, other distinctive elements of the landscape which contribute to the special character of Long Beach. Most of these are man-made features of different types. For example, the Artesia and San Gabriel River freeways form hard edges along the northern and eastern borders of the City. One is aware of moving into a different

type of locale when they are crossed. The San Gabriel River channel itself strengthens this edge effect on the east.

The Long Beach Freeway and Los Angeles River channel contribute to a strong divider effect in the western part of the City, but since they are not located on the edge of Long Beach, they act more as separators of neighborhoods, and may contribute to a feeling of alienation among the westernmost neighborhoods of the City.

The San Diego Freeway is a very strong physical divider between the north and south halves of the City, though many of the adjacent neighborhoods do not appear to have suffered significantly from this dividing effect.

The larger parks and golf courses contribute to the City's character and are very distinctive elements of the landscape. El Dorado and Recreation Parks add considerable amenity to the adjacent communities. Skylinks Golf Course effectively acts as a buffer between the residential neighborhoods to the east and the Long Beach Airport. The airport itself is a distinctive element, as it contains so much land that is developed at a very low scale. It is, therefore, in some respects, a very large open space in the middle of the City - a relief, of sorts, from the intensive urban development all around it. This feature, however, is rapidly being surrounded by very significant building masses which will eventually hide its open space character, much as Los Angeles International Airport can no longer be perceived as a huge open space.

Downtown Long Beach and the Port provide different design elements. In these cases, the man-made forms of tall buildings and cranes contribute to a very urban feeling - they are at the center of something which is obviously very active and exciting. There are also a few tall buildings in other parts of the City, but they are not massed in such a way to convey the same impression. It is possible, however, that tall building masses should be developed in appropriate locations, not only

in response to market conditions, but also to help bring relief to the otherwise flat and characterless urban form of much of the City, and to help identify important activity nodes.

Other important man-made design features include buildings in the downtown and elsewhere designated as historic structures, and several designated historic districts in the City. These contribute a special uniqueness and ambiance which enhance the special character of the City.

The natural features of the Bay and the white beaches all along its edges are very special design elements found in few other cities of the size and complexity of Long Beach. They are, perhaps, the City's most distinctive elements and the most valuable of its natural resources. As an extension of these features, the water recreation areas of Alamitos Bay, including beaches, marinas, and waterfront homes, form an important, even unique, urban design element.

Finally, major roadways comprise an important class of urban design elements, as they tend to divide or unify neighborhoods, and are the principal vehicle for "reading" a city, since they provide for all types of circulation among the city's neighborhoods and to other cities. In Long Beach, the regular grid of north-south and east-west streets communicate well the elements of direction and changing characteristics. Local traffic patterns have established a much higher density of travel on the east-west roadways than on the north-south. Most of that high density travel is concentrated in the "coastal corridor", comprised of Ocean-2nd Street-Westminster, Seventh and Anaheim Streets, and Pacific Coast Highway. It is not surprising, therefore, that the southern part of Long Beach is the most familiar to most people travelling about Long Beach. This is also the area in which there tends to be greater definition among neighborhoods, greater vitality, more growth, and larger investment and re-investment.

Centers where human activities are concentrated are important in the analysis of a city's urban design features, since these are the areas which provide identification, character, interest, and vitality. Long Beach has a number of varied activity centers. Most are single-purpose activity centers where facilities of a certain type are concentrated. Foremost among these are the larger shopping centers, such as Los Altos and Bixby Knolls, and Cerritos and Lakewood (in nearby cities). Equally important are the centers of employment located at the Dominguez Center, Westside, the Long Beach Airport, and the Port. The commercial centers tend to have more neighborhood integration, whereas the employment centers tend to affect neighborhoods unfavorably, unless well designed and controlled. Especially troublesome are the peak hour traffic rushes associated with employment centers. These tend to disrupt neighborhood traffic patterns while adding noise and accident hazards.

Because of the single-purpose nature of commercial and employment centers, their design is relatively unimportant unless they become quite large scale centers, such as is now developing around the Airport. In this instance, the heights and masses of the buildings, and the tendency toward a greater variety of uses, will make these centers more important from the urban design perspective.

The most important activity areas in Long Beach are located in the downtown-Port area, and around Alamitos Bay. This plan identifies them as "significant multi-purpose activity centers".

The downtown area combines employment, both industrial and office-commercial, with retail activities and recreation uses. The area is characterized by tall, dense buildings, a large population, and considerable vehicular and pedestrian traffic. The center attracts people from a very wide area, some on a daily basis, and others as sometime visitors. It plays a very significant role in the economic and political life of the City, and is the most important man-made urban design element of Long Beach. While it occupies a site at the extreme

southwest corner of the City where its value as a design element is considerably lessened owing to its isolation from the remainder of Long Beach, this may be the best site for it when viewed from its immediate environs because of the visual contrast with the nearby Bay and beach. The recent addition of the parks and marina to the downtown shoreline have considerably improved its urban design qualities.

Another significant multi-purpose activity center of Long Beach is located generally around Alamitos Bay, and comprises the commercial centers of Belmont Shore, Marina Pacifica and the Market Place, the recreation facilities on and around the Bay itself, a large population of affluent and active people, and the campus of California State University Long Beach. This area, like downtown, is also characterized by considerable vehicular and pedestrian traffic. Its urban design features, however, are much more fine-grained and discrete, lacking the large scale building masses of downtown, except at the University.

Because of the special role this community plays in the larger City, it is probably appropriate that the design scale remains low and intimate. Any attempt to highlight the area by erecting tall buildings or massive developments would contribute to a complete and unfortunate reversal of character. The recent degradation of Westwood in Los Angeles through introduction of office and residential towers illustrates this point.

The significance of the multi-purpose activity centers cannot be overemphasized. Equally significant are the special design characteristics of each. These should be recognized as important elements of design in the future plan for the City. The downtown area is now subject to the design principles set forth in the recently adopted Urban Design Plan. This will help guide the further development of the area as an important multi-purpose center. It may also be appropriate in the future to prepare an urban design plan for the Alamitos Bay center in order to assure the continuing importance of this area as a truly unique place.

The other class of activity centers includes smaller ones spread about the City, some of which may have multi-purpose characteristics. An example is the growing activity center around the Alamitos Traffic Circle. There one finds a growing population, mixed retail facilities, and some employment in the form of offices.

Last in the scale of activity centers are the many very small retail centers, churches, schools, and other neighborhood-related places which help to give identity and distinction to a community. Integration with the surroundings is the design imperative in these instances.

It may be that some neighborhoods which lack identity now would benefit from the introduction of small scale, well-integrated activity nodes, much as was proposed for the East and West Villages in the Downtown Urban Design Plan. Owing to market considerations, all of the small retail centers now being erected throughout the City are sited along major roadways, exacerbating traffic and parking problems, and compounding the design concerns raised by strip commercial frontages. Smaller versions of the mini-centers may be appropriate for inclusion within residential districts on a very selective basis, carefully controlled as to design, to assure neighborhood integration.

REGIONAL AND SUB-REGIONAL DESIGN CONSIDERATIONS

Large multi-purpose activity centers have an importance beyond the boundaries of the City in which they are located. Looking at the entire region, they are neither numerous nor sited closely together. They all tend to draw from very large areas because of the special benefits they offer. In Long Beach, the downtown offers employment, financial, governmental, and entertainment opportunities. In Alamitos Bay, the regional attraction is undoubtedly recreation.

These centers are candidates for regional system linkages, as the interconnections by rapid transit (the light rail link between downtown Long Beach and Los Angeles), commuter air services, freeway improvements, and the like. Intra-city transit connections may also be appropriate in

the future as the technology becomes available, such as a people-mover link between downtown and the Queen Mary complex.

CONCLUSIONS AND POLICY DIRECTIONS

There are a number of conclusions which can be drawn from this analysis, and policies which can be inferred from them. They are grouped below by subject.

Terrain and Tall Buildings. Little can be done to alter the natural terrain of the City. It is, however, important to recognize that topography determines certain styles of structures and other improvements. For example, tall buildings should not be erected in locations which will de-emphasize their height. As mentioned earlier, high-rise structures are not appropriate in the Alamitos Bay area for the reasons cited, as well as for the fact that the community is located in a depression which would tend to reduce the impact of vertical design elements. Conversely, tall buildings are appropriate at upland locations where verticality will be emphasized. Such areas include Long Beach Boulevard north of the San Diego Freeway and the portion of Pacific Coast Highway near Community Hospital, where spectacular views of the City can be obtained.

Additionally, some of the existing activity centers would benefit from the addition of one or more tall structures. Included among these are Bixby Knolls and Los Altos shopping centers, and the Airport. The largest concentration of tall buildings should be reserved for the downtown and its immediate environs, such as along the bluff to Tenth Place, and on Long Beach Boulevard south of Seventh or Tenth Streets. Duplication of the Wilshire corridor by constructing tall buildings along the entire length of Long Beach Boulevard is probably not a good idea from the perspective of a unified urban design scheme which emphasizes centers over corridors. Clustering is a better response to the limited market than is planning for long strips of high-rises.

For design and environmental reasons, certain terrain features must be carefully preserved. Included among these are the sandy beach frontages and the bluff. These valuable resources can, however, be beautified and perhaps even improved in such a way as to encourage more intensive public usage. The design character of San Pedro Bay at the front door of the City might be improved by the addition of several more islands around which could be concentrated nodes of water-based activities, such as marinas and communities of houseboats. Extreme care in regulating the design of this type of improvement would be essential to preserve the values of the Bay resources, views, etc.

Arterial Roadway System. As expressed above, roadways are the principal means by which one "reads" and understands the City. The design of roadways and the uses along their frontages convey important messages about the livability and attractiveness of the communities through which the roads pass. Broad, well-landscaped parkways are a pleasure to drive and convey positive messages about the City. Roadways which are lined with mixed uses of varying condition, having no setbacks and little or no landscape treatment, are not so pleasant to drive, and convey negative messages about the community.

These differences are well illustrated by contrasting, for example, Studebaker Road with Alamitos Avenue. The importance of these differences goes far beyond design and aesthetic considerations. Well ordered, beautiful streets enhance community pride and encourage faith in a community, faith that is often translated into investment. Therefore, it is clear that Long Beach should strive to attain an attractive arterial system.

Positive design steps that should be taken to improve appearances along our streets include large setbacks along the frontages, more plant materials, fewer curb cuts, and better building design and signage. Additionally, recycled land uses should not be of the type which generate more traffic and friction. Streets of most concern are: Santa Fe Avenue, Long Beach Boulevard, Atlantic Avenue, Alamitos Avenue,

Redondo Avenue, Artesia Street, Willow Street, Fourth and Tenth Streets, Pacific Coast Highway, Anaheim and Seventh Streets. The last three are of particularly high priority since they serve the heaviest traffic demands and affect the most densely populated and vital neighborhoods of the City. Future grand-scale improvements to these arterials, such as grade separations, must be carefully designed to fit the neighborhoods as well as the traffic needs. Ungraceful and strictly utilitarian structures would threaten the design character of the City.

Certain City entrances at arterials and freeways should be beautified to enhance the City's image. Of particular importance are the entrances at Seventh Street and Studebaker Road, and all the entrances from the Long Beach Freeway. These are now in very poor condition except at the extreme south end of the Freeway.

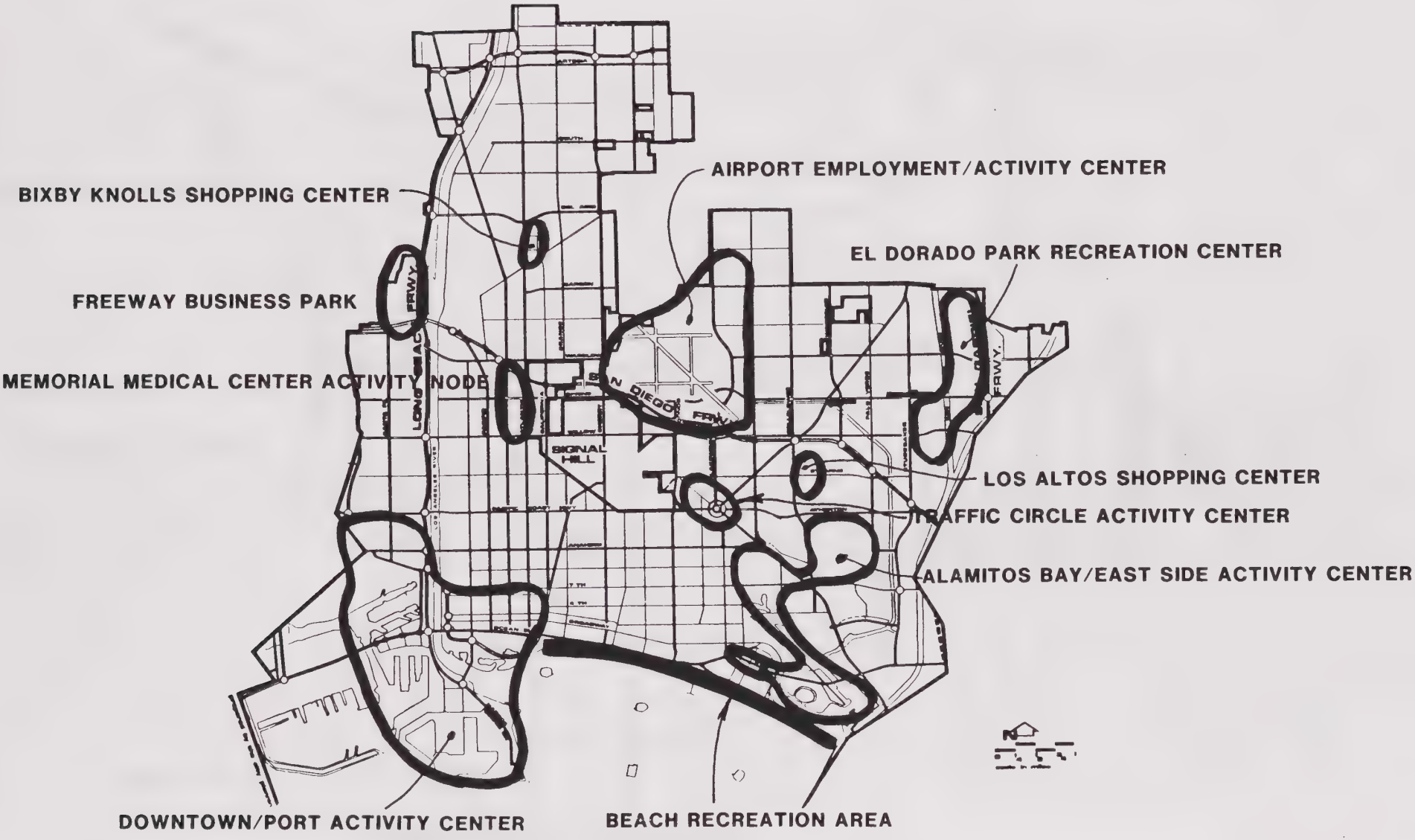
Activity Centers. It has already been observed that the downtown urban design plan should be implemented to enhance the character of this most important activity center, and that a similar design plan for the Alamitos Bay area be instituted in the future. Beyond these, considerable thought must be given to the design characteristics of some of the lesser centers, such as Los Altos, Bixby Knolls, and the Airport area. Tall buildings in these locations have already been recommended by this chapter. Continued integration of these centers into the life of the communities surrounding them is of great importance, and will be particularly challenging at the airport, where existing and probable future uses can have negative effects on their environs.

All future large scale developments, such as at the site of drive-in theatres and in SEADIP, must be subjected to specific urban design plans as well as to use controls.

Small scale nodal developments in residential areas should be permitted only under the most controlled of conditions, emphasizing good design as well as compatible land use.

The urban design analysis indicates that there is one area of the City which would benefit greatly from the establishment of a multi-purpose activity center. This is the area just south of the San Diego Freeway, along Atlantic Avenue and Long Beach Boulevard. The area is surrounded by a very large and diverse population, has excellent access, and already has the beginnings of such a node. Memorial Medical Center and a number of supporting medical offices are sited there. At Willow Street and the Boulevard will be a major station on the new light rail line - a station which will also include some parking for commuters. A planned center here would benefit from the introduction of fairly large scale shopping facilities, as well as from motels and more offices. A tall building on the high ground near the freeway would add a needed vertical feature.

MAJOR ACTIVITY CENTERS




MAJOR ARTERIALS
and heavy traffic multi-route corridors
North City Corridor
Mid-City Corridor
Coastal Corridor
LONG BEACH FRWY.
SAN DIEGO FRWY
SAN GABRIEL FRWY.
BUNKER HILL

GENERALIZED CONCEPT PLAN

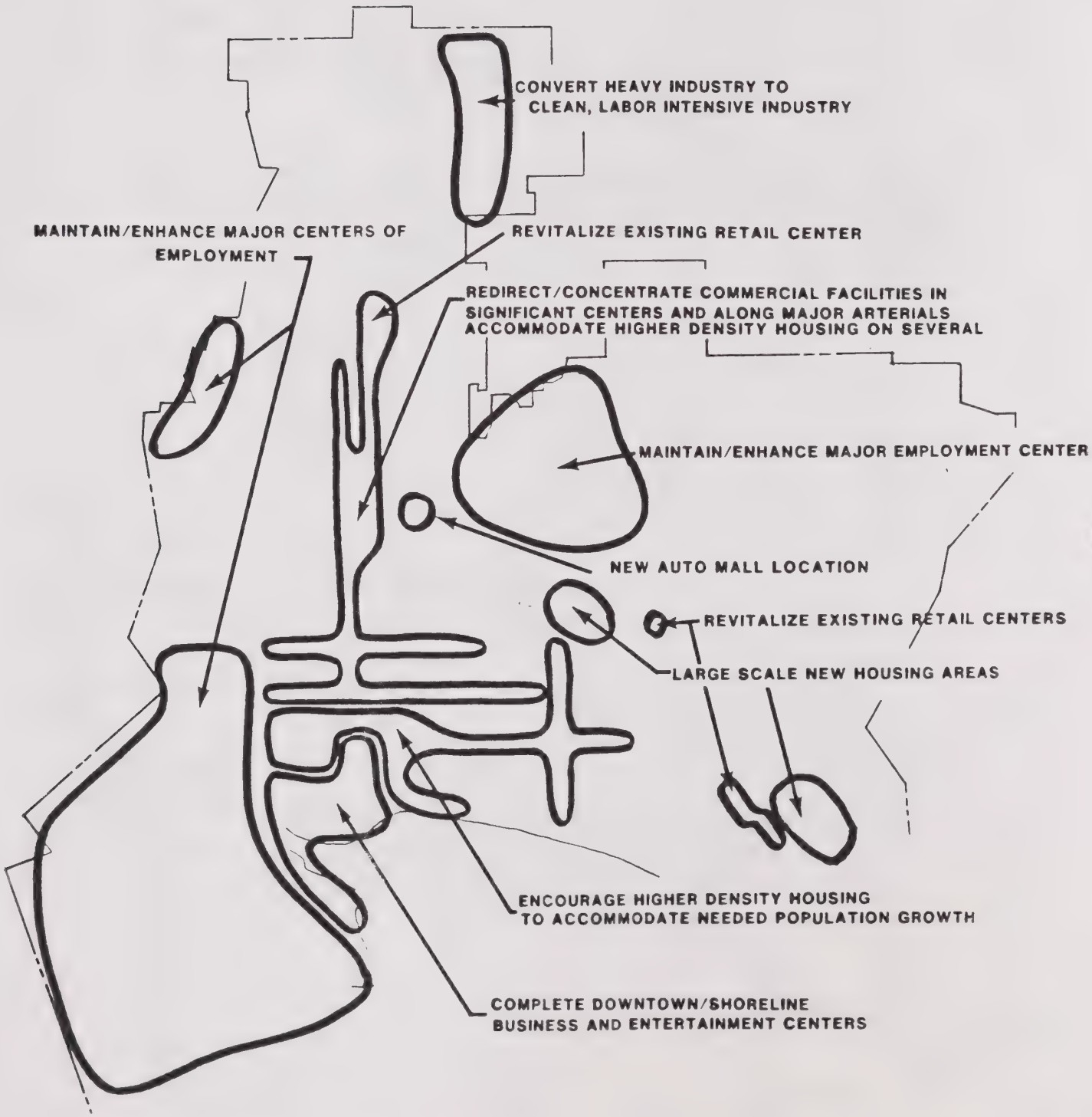
The map which follows presents a generalized concept of some of the fundamental policies of the Land Use Element. Those policies are represented geographically by the outlined areas on the map, and are identified by abbreviated policy statements. They include concerns about new housing, higher density housing, arterial functions, and retail and employment opportunities.

The largest areas on the map - those portions not encircled by dark outlines - are primarily residential in nature and are governed by the policy expression at the bottom of the map, namely "Maintain existing densities. Preserve and enhance neighborhood qualities".

In such a broad generalization of long range policies in a complex, built-up city, it is to be expected that many important details will be omitted for the sake of simplicity. For example, there may be small areas of increased residential density recommended within the broad area labled "Maintain...densities", but these are not significant and do not, therefore, violate the overall policy. Similarly, certain arterials not shown on the map are programmed for some commercial development, but since it is not to be "concentrated" development, or significant in its retail impact, they are omitted from the generalization.

Specific details for each residential neighborhood, activity center, and major arterial are to be found in the body of the text of the Land Use Element, and in the maps accompanying that text. The reader is urged to refer to the appropriate chapters for specific information related to the assignment of land use districts to properties in the City.

GENERALIZED CONCEPT PLAN



ALL OTHER AREAS...MAINTAIN EXISTING DENSITIES. PRESERVE AND ENHANCE NEIGHBORHOOD QUALITIES.

LAND USE DISTRICTS

This section specifies the various land use districts which comprise the land use portion of the General Plan. They are intended to provide general guidance as to the types of land uses considered appropriate to the City of Long Beach, and to provide the policy base for future zoning regulations. Because the districts are general in nature, as mandated by the State Planning Act, several zoning districts may fit within each land use district. This is the result of the need to tailor regulations to variations in lot sizes, and other special conditions in different areas throughout the City.

There are four main categories of land uses represented by the district descriptions which follow: 1) Residential land uses; 2) Commercial land uses; 3) Industrial land uses; and 4) Others (Open space, Institutional uses, and Port/Airport). Each is introduced briefly below.

RESIDENTIAL USES

This General Plan designates seven separate land use districts to accommodate the very diverse housing types and densities in this highly urbanized City. It directs future growth in a manner which will assure realization of the short and long range housing goals expressed in the introductory portions of this Element.

The districts permit different housing types and densities. Some incentives for larger property developments are offered in order to initiate needed private recycling of deteriorated structures. In other instances, the maximum permitted density of a district may be available ONLY on larger properties to prevent overbuilding on smaller parcels.

The one aspect of housing development common to all the districts, however, is the absolute requirement that new housing construction must be of high quality. The City of Long Beach deems it to be of paramount importance that all residential projects make a positive contribution to the neighborhood in which they are to be located, and provide a comfortable and salutary lifestyle for their occupants.

Therefore, residential proposals shall be subject to design review by the appropriate authority, within the guidelines provided by the administrative sections of the City's zoning regulations. The purposes of the design review are to determine:

- o That quality materials and workmanship are to be used
- o That the site design and architecture are of high quality and are appropriate to the site and to the surroundings, or will make a marked improvement to the area
- o That the proposed housing units will provide for a safe, comfortable lifestyle compatible with the climatic amenities of Long Beach

Proposals which do not meet these minimum criteria may be rejected by the reviewing authority and no building permit issued until the designs are revised to meet the criteria. These criteria apply to design review of some project proposals in the non-residential land use districts as well, as described in the zoning regulations.

Maximum densities cited in Districts 3A, 3B, 4, 5, and 6 may not be utilized on single lot developments. The purpose of this restriction is to enable the City of Long Beach to regain control over the relationship between land area and residential density, an effort first codified by the Sedway Cooke study of multi-family developments, and further modified by this Land Use Element. This control is absolutely necessary if Long Beach is to remain a desirable place to live in the future.

Special housing types, as defined in the zoning regulations, are consistent with Districts 4, 5 and 6.

COMMERCIAL DISTRICTS

The general objective of the various commercial land use districts is to provide a differentiation among the several commercial categories deemed appropriate for Long Beach's future retail strength, and to encourage commercial precincts and strips which are less diffuse and more directed

to specific markets. Also, they are structured and distributed throughout the City in a manner which will help to ameliorate some of the traffic problems associated with traditional retail areas.

Generally, the Plan reduces the number of retail opportunities along some thoroughfares where they are no longer appropriate or functional, and concentrates them in areas which are able to sustain these types of activities successfully.

Several districts are proposed for the purpose of distinguishing among the commercial functions appropriate to this City. They are: Major commercial corridor (LUD No. 8); Traditional retail strip (LUD No. 8A); Pedestrian-oriented retail (LUD No. 8P); Mixed retail/residential strip (LUD No. 8R); Mixed office/residential strip with some retail support (LUD No. 8M); Shopping nodes/districts (LUD No. 8N); and Mixed Use Districts (LUD No. 7). This more detailed approach will solve one of the problems of the recent past -- that dissimilar zone districts fell within one retail land use category, leaving a policy void relative to strip retail areas.

INDUSTRIAL USES

The two categories of industrial land use represented by land use districts 9L and 9H were traditionally described as "light" and "heavy" industry, respectively. The 1978 general plan described them as "labor-intensive and clean", and "heavy". These and other short descriptions of industrial land use types are not wholly satisfactory since there are so many variations in processes, plant investment, automation, land requirements, etc.

From the overall policy standpoint, Long Beach does not wish to host plants and processes which have the potential for environmental damage or serious neighborhood disruptions of any kind. The City aspires to accommodate high technology research and development and manufacturing, bio-medical research and development, computer, aerospace, and airframe development and manufacture, and similar types of industry.

OTHER USES

HARBOR. Land uses within the boundaries of the Port of Long Beach are designated and controlled by the Port Master Plan and the Port's Local Coastal Program. While most of the uses can be described as industrial in nature, they comprise a wide variety of activities, including shipping, open and closed storage, warehousing, transportation, oil recovery, and the U.S. Naval Station and Shipyard. All port activities, therefore, are combined into one land use category in the City of Long Beach General Plan. For details of the specific land uses, reference must be made to one of the Port documents named above.

AIRPORT. A situation similar to that of the Port prevails at Long Beach Airport. Uses there include the landing field and facilities, manufacturing, repair, offices, hotels, and many airport-related support activities. These are combined into one land use category for General Plan purposes. For details within the various precincts within the Airport, reference should be made to the appropriate Planned Development Plan and Ordinance.

* * * * *

LUD NO. 1, SINGLE-FAMILY DISTRICT

The Single-Family District is a policy response to the majority public preference for single-family neighborhoods, and in recognition of the reality that most of the City's land area is in this use. Homes in this district are primarily owner-occupied and are therefore self-maintained through the self interest of the occupants. However, in areas where internal or external forces are negatively affecting neighborhood stability, they may have to be bolstered by neighborhood preservation efforts of citizen groups formed autonomously or encouraged by the City government.

The wide variety of lot sizes in different locations of the City offers the single-family lifestyle as a choice across a spectrum of incomes and

A T T A C H M E N T

(Excerpted from the 1989 Land Use Element)

THE FOLLOWING PAGES ARE TAKEN FROM THE 1989 LAND USE ELEMENT OF THE GENERAL PLAN. THEY CONTAIN THE PRECISE CHANGES PROPOSED TO BE MADE IN THIS 1991 AMENDMENT. LINES DRAWN THROUGH WORDS, LINES, AND SENTENCES INDICATE THAT THEY ARE TO BE ELIMINATED. PROPOSED NEW WORDING IS INTERLINEATED AND SHOWN IN BOLD PRINT.

* * * * *

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The wide variety of lot sizes in different locations of the City offers the single-family lifestyle as a choice across a spectrum of incomes and

environmental preferences. New housing in this district shall conform architecturally to the residential neighborhood in which it is developed.

The maximum density on "standard" lot sizes in this district shall be no more than one dwelling unit per lot, or 7 units per acre. In areas where smaller lot sizes are permitted by zoning, densities higher than 7 du/ac may be permitted. ~~subdivided at the time this Land Use Element is adopted, where small lots predominate, such as in Naples, permitted density is higher. No new subdivisions creating lots smaller than 3,600 sq.ft. shall be permitted, except in planned developments (PD) if otherwise approved as appropriate.~~ Secondary units, or "Granny Flats", where permitted by other codes and ordinances, are consistent in LUD No. 1. Existing mobile home parks are preserved through assignment of this LUD.

Small, neighborhood-serving retail clusters may occur in LUD No. 1, providing they conform to the specifications detailed in the appropriate commercial districts. Planned developments may occur in LUD No. 1 for undeveloped land and assembled land or new subdivisions for detached single-unit residences. Such planned developments should conform in density to neighborhood character while increasing the local public amenities or contributing to the citywide pattern of amenities (bike paths, parks, beach access, frontage or interior roads, dedications to public use, and the like).

LUD NO. 2, MIXED STYLE HOMES DISTRICT

This land use district recognizes that there are large areas of the City with a mixture of low density housing types, such as single-family homes, duplexes, triplexes, etc., usually mixed together on the same block faces. This situation occurred as a result of these areas having been zoned in the distant past for high density housing which did not materialize.

The purpose of this district, then, is to maintain the present situation, not to attempt to convert the areas to a single-family density, or to permit the areas to advance in density to that of the densest housing prevalent in the districts. Therefore, maximum permitted densities will be tied to the prevailing lot sizes in each sub-district in which a project is proposed, and this will be reflected in subsequent zoning ~~which will differentiate between 2 units per lot and 3 units per lot areas.~~ The maximum density shall be 14 du/ac except where small lot sizes exist and the zoning regulations permit higher densities. ~~A minimum of 3,000 sq.ft. of area shall be required for each dwelling unit, but not to exceed 3 units per lot. this assumes 6,000 sq.ft. to be the "standard" lot size. Where smaller lots prevail, the 3,000 sq.ft. minimum may be reduced by zoning. No density incentives shall apply in this land use district.~~ No density advantage shall be granted for multiple lot development. Common wall (or zero lot-line) projects, however, shall be permitted by zoning district as long as the density and design standards of this district are achieved. Small, neighborhood-serving retail clusters may occur in LUD No.2 providing they conform to the specifications detailed under the appropriate commercial district.

LUD NO.3A, TOWNHOMES

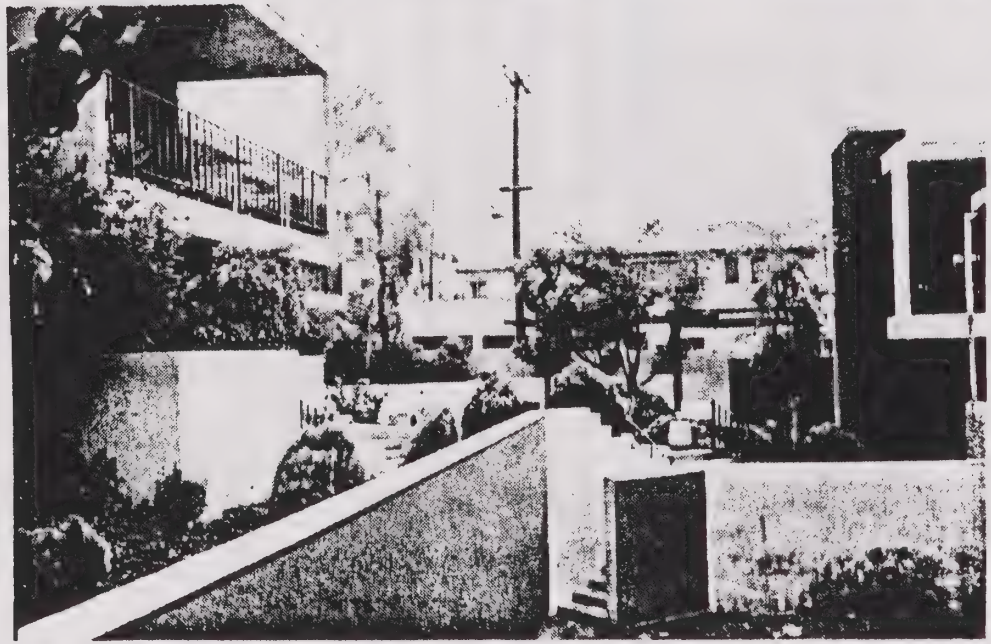
The Townhomes District implements a policy to provide the opportunity to create singe-family lifestyles with higher dwelling unit densities than are permitted in LUD No. 1 or No. 2, for any of a number of reasons, such as: to furnish more affordable housing; to stimulate recycling; to diversify lifestyle choices; and to create opportunity for architectural variety and neighborhood beautification.

The building style encouraged by this district is aggregates of dwelling units aligned in attached rows or arranged in regular and irregular clusters (possibly with vertically overlapping elements) in such a manner as to provide a separate exterior entrance to each dwelling unit. Parking for the units may be incorporated within the residential buildings or in separate parking compounds. Cluster designs may provide secured perimeters and common access points.



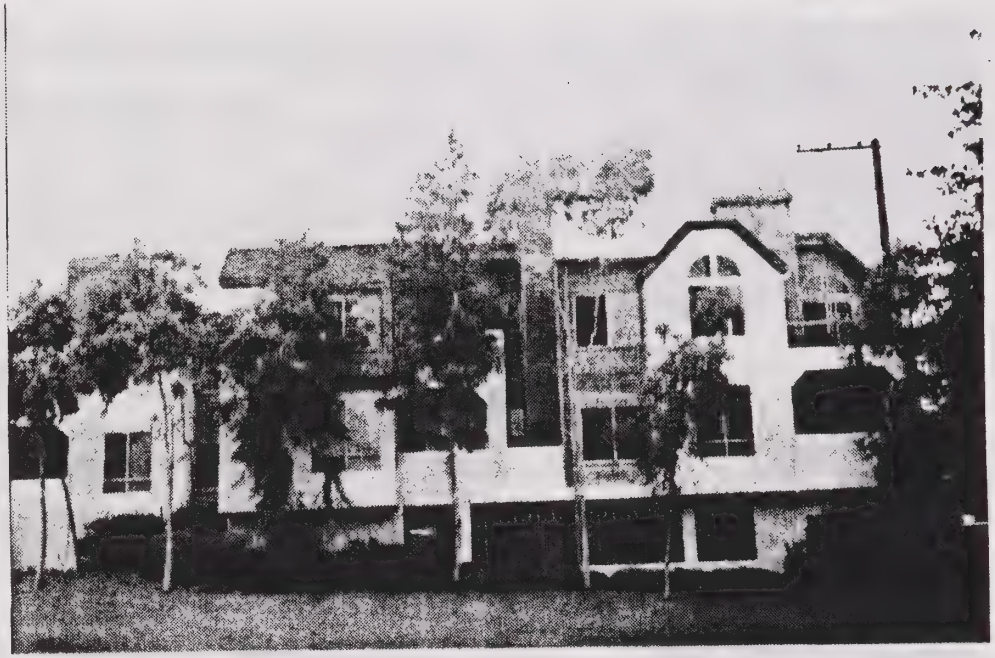




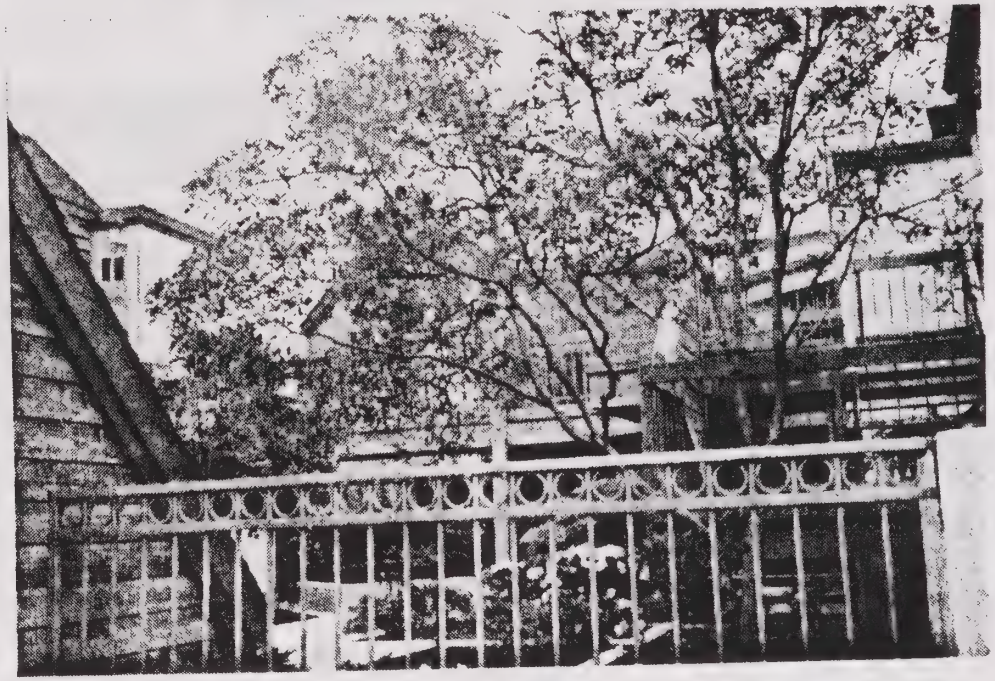


10 Units per Acre







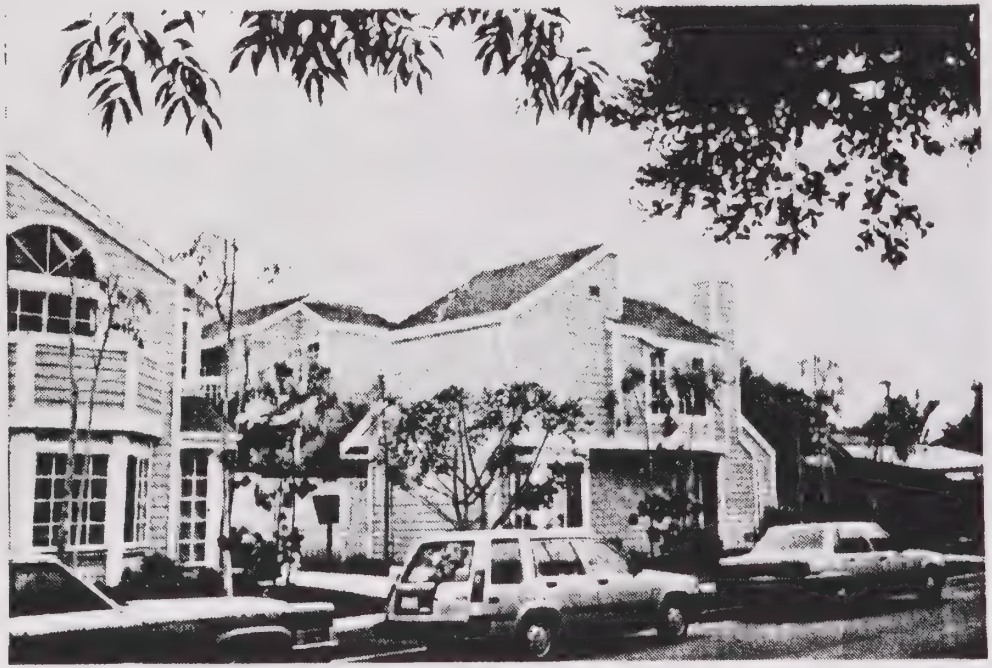


24 Units per Acre









31 Units per Acre

The true utility of this district is only realized through the accumulation of a number of adjacent lots, or on large unsubdivided or resubdivided parcels. Densities, therefore, are assigned on the basis of the number of units per acre rather than the number of units per lot, and are referenced in the zoning regulations.

~~Owners of single or two adjacent lots in this district who wish to develop on that basis without further accumulation are limited to the density constraints cited in LUD No. 2.~~ The maximum density permitted shall be 25 du/ac. ~~for parcels or lot combinations totalling at least 18,000 sq.ft. shall be 18 dwelling units per acre. On parcels which exceed 24,000 sq.ft., a density increase up to 50% may be granted by the appropriate design review authority providing the units are townhomes, and the project design and resulting lifestyle created are adjudged to be meritorious and an outstanding contribution to the neighborhood and City. Examples are shown on the preceeding pages.~~

LUD NO. 3B, MODERATE DENSITY RESIDENTIAL DISTRICT

The purpose of this district is to provide apartment and condominium living opportunities in moderate density projects which conform in height and general exterior design to the lower density neighborhoods on which they may border; to stimulate recycling on some of the City's major and secondary thoroughfares; to diversify housing choice; to furnish more affordable housing; and to create opportunity for architectural variety and neighborhood beautification.

The building style encouraged by this district is two floors of compact arrangement, having common entrances, and footprints which cover much of the lot area. Setbacks will vary depending upon the area in which the projects are located. The term "garden apartments" is used elsewhere in this document to describe housing types in this district.

The permitted density of dwelling units in this district vary with the size of the development parcel, ~~as follows:~~ but shall not exceed 30 du/ac.

~~o For lot combinations totalling at least 120' in width, the maximum density shall be 29 units per acre, except that densities for single~~

~~lot projects (or two lots totalling less than 120' wide) shall be limited to a maximum of three units per lot.~~

Parking for residents of the building may be located under the structure, providing the overall height of the building does not exceed that permitted by the zoning regulations. Automobile access to projects of this type sited on thoroughfares is an important design factor which is described in detail in the sections of this plan entitled "Arterial Corridors".

LUD NO. 4, HIGH DENSITY RESIDENTIAL DISTRICT

This district implements a policy to encourage an intensification or recycling of dwelling units in limited areas of the City where apartment and condominium lifestyles are logically related to transportation and services. Subareas vary considerably in quality, type of construction, architecture, and clientele. Similar features of such uses are as follows: common entrance to multiple apartments or condominiums; compact arrangements of dwelling units; and building footprint covering much of the parcel land area.

Present densities range widely, from about forty to two hundred dwelling units per acre. Many such high density structures were permitted before modern setback and off-street parking requirements became effective in the mid-1960's. The recommended future densities, even where attempting to stimulate recycling, are generally aimed to create a more open and attractive ambiance in such neighborhoods.

~~Owing to the fairly large scale of developments anticipated in this district, the following density options are available only on the minimum parcel sizes cited. The~~ maximum permitted density shall be 44 du/ac. ~~permitted densities are not appropriate for parcels smaller in area than the minimums. For developments on smaller parcels in this district, the maximum densities shall be one unit for each 1,600 square feet of land area. Densities for district No. 4 are as follows:~~

Higher densities may be achieved on larger properties if high rise overlay is applied.

~~o For lot combinations totalling at least 120' in width, the maximum dwelling unit density shall be 48 units per acre;~~

~~o For lot combinations totalling at least 180' in width, the maximum dwelling unit density shall be 62 units per acre.~~

Design for all projects in this district shall show particular concern for abutting lower density housing.
For examples of typical developments in this district, see the following pages.

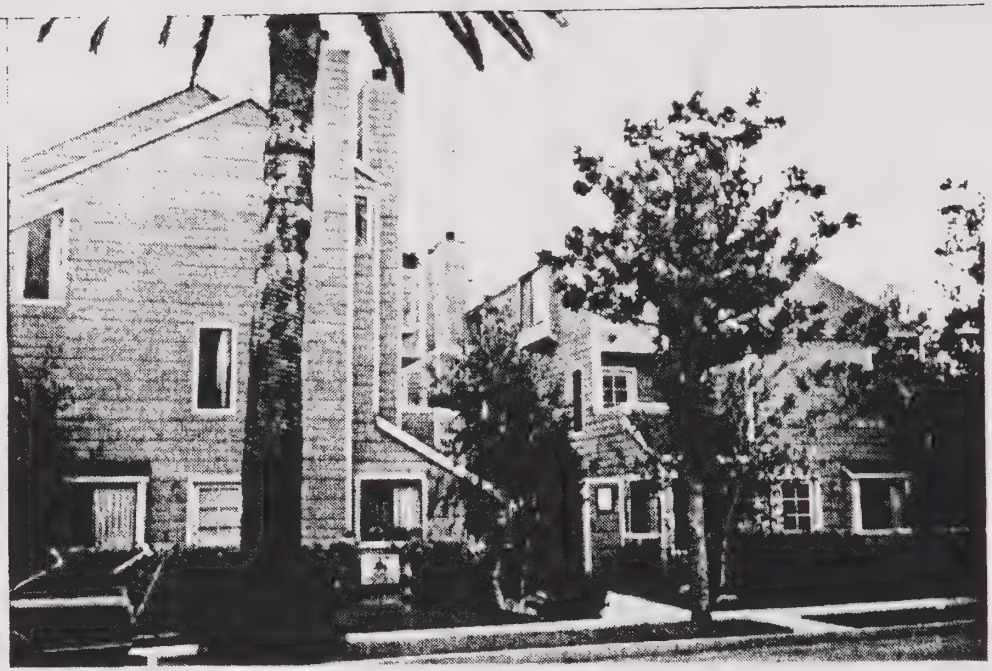
LUD NO. 5, URBAN HIGH DENSITY RESIDENTIAL DISTRICT

This high density district is created specifically for application in very urban settings, such as in the downtown area. It is to accommodate a highly urbanized lifestyle in which interactions among home, workplace, shopping, and entertainment are strong, and regional transportation facilities are nearby.

The building style expected in this district is one which covers a large part of the property, serves the residential units by common hallways, has on-site recreational and open space amenities, and some services, such as laundries and storage areas.

Restaurants, small shops and personal services on the ground floors of these buildings are appropriate. ~~Construction types are expected to be four to seven story Type 1 and Type 3 over parking.~~ Maximum density permitted in this district is 108 du/ac. ~~85 units per acre for parcels exceeding 22,500 square feet in area, and 100 units per acre for parcels exceeding 30,000 square feet. For parcels smaller than 22,500 square feet, the density standards of LUD No. 4 shall apply. Minimum lot size is 15,000 square feet.~~



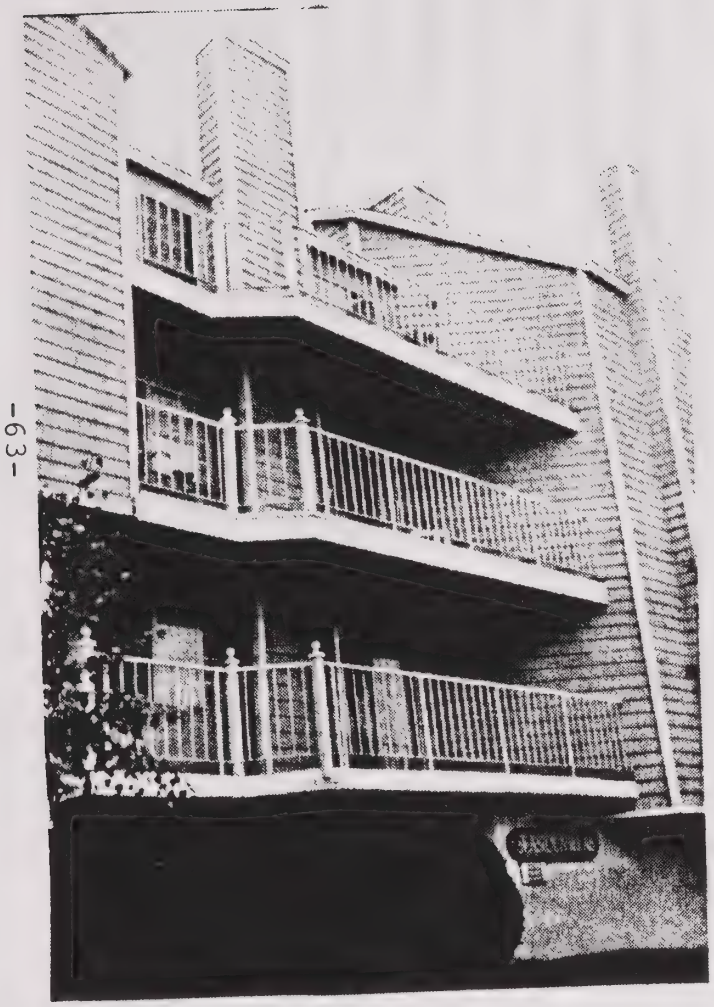


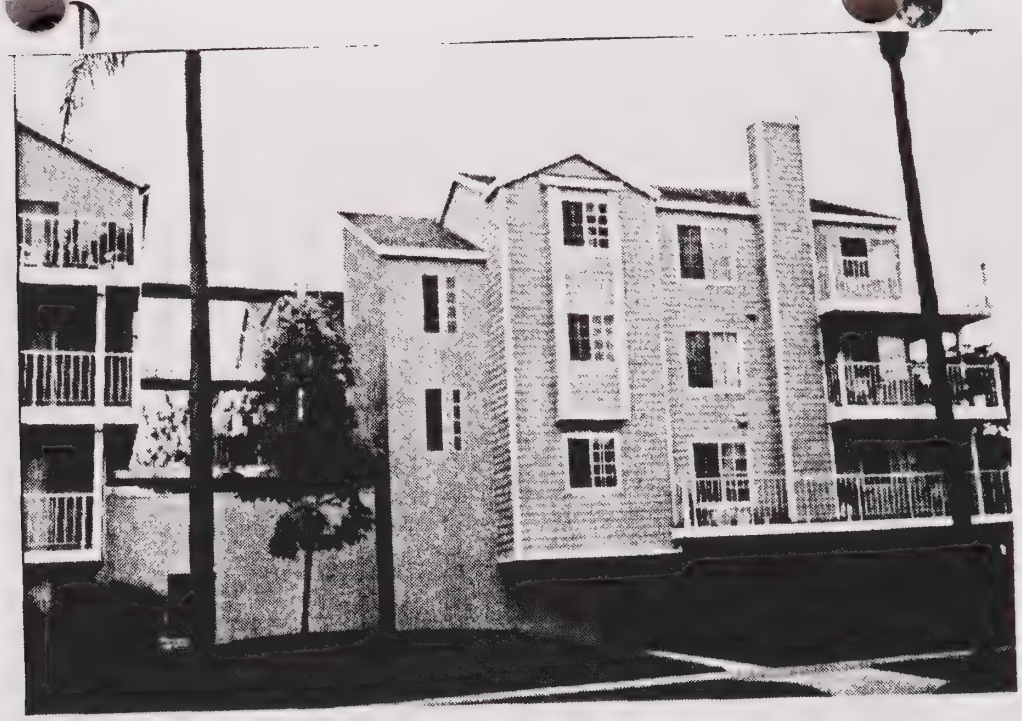




62

60 Units per Acre







60 Units per Acre

LUD NO. 6, HIGH-RISE RESIDENTIAL DISTRICT

The Tall Residential District is a land use complement to the broad policy of using the amenities and environmental assets of Long Beach toward maintaining and expanding the City as a regionally significant urban center. It is anticipated that this district will further a policy of maintaining within the City a reasonable balance of family types and incomes through attraction of moderate to upper income families. This district is small and mostly located in subdistricts near downtown, near activity node areas with high-rise vistas, and strong market areas.

The downtown area enjoys the multiple amenities of ocean view and breezes, walking or biking to beach and boating, proximity to shopping and concentrations of restaurants and entertainments, and short distances to the Civic Center and financial office buildings as places of employment or business. The siting and design of tall residential buildings in the downtown shall follow the standards and guidelines of the Downtown Urban Design Concept Plan and Guidelines, as interpreted by the Downtown Planned Development District. In the coastal zone, tall buildings shall follow the regulations contained within the Local Coastal Program and its various implementing ordinances.

Maximum density shall be 249 du/ac . Zoning regulations should be written so that highest densities can be achieved only on larger lots with high rise construction .

~~Where maximum densities are not controlled by other City regulations~~ (such as in the coastal zone), the following shall apply:

- o High-rise towers shall not be permitted on lots/parcels smaller than 20,000 sq.ft. in area. On lots smaller than 20,000 sq.ft., the density standards of LUD No. 5 shall apply;
- o For lots between 20,000 and 30,000 sq.ft. in area, the maximum density shall be 140 dwelling units per acre, and the maximum height 14 stories;
- o For lots between 30,000 and 37,500 sq.ft. in area, the maximum density shall be 175 units per acre and the maximum height 17 stories;
- o For lots between 37,500 and 45,000 sq.ft. in area, the maximum ~~density shall be 215 units per acre, and the maximum height 20 stories;~~

- ~~For lots larger than 45,000 sq.ft. in area, the maximum density shall~~ be 250 units per acre and the maximum height 24 stories
- The City's design review authority may waive the 24-story height limit for residential towers in special instances, to be set forth by the design authority.
- Density maximums cited above are granted only for Type 1 buildings. Where Type 5 buildings are proposed, the density maximum for LUD No. 4 shall apply.

Total site coverage shall not exceed 50%. This restriction does not apply to those areas of the City which are regulated by other plans and ~~ordinances, such as the coastal zone.~~ Ground floor commercial uses intended primarily as services to the residents are encouraged, as are rooftop restaurants which meet all requirements of the zoning regulations.

Approval of high-rise residential buildings shall be granted only after a finding by the design review authority that the proposal makes a positive contribution to the neighborhood in which it is located; that it provides a beneficial lifestyle to the residents; that it is of meritorious design; and that it makes a significantly positive contribution to the urban design of the City.

SPECIAL NOTE ABOUT LOCATION OF HIGH RISE BUILDINGS IN COMMERICAL USE AREAS

Future development of high rise structures is permitted as a possible option in Districts No. 7 and 8M (following pages). It is not the intent of these provisions to permit such structures as an unrestricted right. Applications for high rise proposals must be approved by the Planning Commission using the following criteria:

1. That any possible negative effects on adjoining low density residential neighborhoods can be successfully mitigated to the satisfaction of the Planning Commission;
2. That the proposal is of meritorious design;

3. That it makes a positive contribution to the urban design of the vicinity in which it is located, and of the City as a whole.

These stipulations shall be incorporated in planned development ordinances regulating mixed use districts (#7), and in the zoning regulations for District No. 8M.

LUD NO. 7, MIXED USE DISTRICT

Historically, one of the objectives of land use regulations has been to separate uses which are thought to be incompatible with one another. That purpose is served by much of this General Plan. In a few locations throughout the City, however, a careful blending of different types of land uses can serve to save time and energy in transportation and communications, simplify and shorten transactions of goods and services, vitalize a site, and give it more importance in the urban structure of the City. The area will benefit from the synergistic effects of this blending. Clear incompatibilities among different types of land uses are not permitted by this district, however.

In general, areas in this land use district are classified elsewhere in this report as multi-purpose activity centers, though not all of those are incorporated in LUD No. 7. Centers which are included in this LUD are now, or shall be, regulated by an area-wide planned development plan and ordinance. Land use controls and design and development standards for these areas shall be contained in the planned development plan/ordinance for each area.

This district is intended for use in large, vital activity centers, not in strips along major arterials. The reason for this is that there is little or no synergistic effect rising from the random siting of disparate uses along a strip. Instead, the result is often a confusing and ill-functioning streetscape and corridor.

Combinations of land uses intended by this district are, for example: employment centers, such as retail, offices, medical facilities; higher

density residences; visitor-serving facilities; personal and professional services; or recreational facilities.

Not intended for inclusion with the above-listed uses are those which may have a detrimental effect on the ambiance, environment, or social well-being of the area included in the district. Examples of these uses are industrial and manufacturing uses, warehousing activities, and outside storage.

However, this is not to preclude the assignment of this district designation to areas which have as their base industrial/manufacturing/warehousing uses. In these cases, the appropriate accompanying land uses include offices, visitor-serving uses, retail and restaurants, and services, all for the purpose of supporting the working population within the district complex. Along major thoroughfares in this district, large scale wholesale and retail uses may be appropriate, as permitted by the respective planned development ordinances. Residential uses are not permitted in these cases.

Residential densities in districts where residential uses are permitted will vary by the particular characteristics and needs of the district. In general, uses specified in Districts No. 3B, 4, 5 and 6 will be appropriate in the activity centers. Specific densities are named in the planned development ordinance for each district. These densities shall be compatible with residential densities outside the district boundaries, if the two residential areas are adjacent to each other. "Compatible with" shall not necessarily be construed to mean "exactly the same". Eliminating potential conflicts between widely different building types, heights, and densities is the objective of this requirement. Residential densities cited in the 1978 Land Use Element shall apply until planned development ordinances are written to implement areas in LUD No. 7.

LUD NO. 8, MAJOR COMMERCIAL CORRIDOR

This district is designed specifically for use along several major business corridors in the City. It has some of the characteristics of the Mixed Use District (No. 7); however, these corridors do not

function as activity centers but rather as linear conglomerations of larger scale office and retail uses.

The permitted office uses should follow the criteria set forth in LUD No. 8M (Mixed Office/Residential). Residential uses, however, are not appropriate to LUD No. 8. Retail uses should be community or region serving, rather than intended for local or neighborhood service. They should be large scale with ample on-site parking , not relying on curbside parking for primary customer service. Light and heavy or major auto repair uses are not consistent with LUD No. 8. Visitor serving facilities, such as motels and hotels, are consistent, providing they conform to current codes and ordinances. Tall structures (over 5 stories) are consistent where permitted by the zoning regulations. Institutional and open space uses are consistent without the need to amend this Land Use Element.

LUD NO. 8A, TRADITIONAL RETAIL STRIP COMMERCIAL DISTRICT

This district has many of the characteristics of District No. 8, but uses should be smaller in scale and serve local/neighborhood needs rather than community/regional needs. It is established to recognize the continuing need to provide commercial uses along the frontages of certain streets for the service and convenience of persons travelling by car, and needing local services.

This district is assigned to a limited few arterials in compliance with the stated policy to begin to focus retail uses on specific markets and to prevent the diffusion of such uses haphazardly throughout the City. Retail uses which are not primarily auto-oriented are not considered appropriate to this district. Office uses are consistent, but residential uses are not. Designs of commercial structures must be sensitive to neighborhing residential uses. Commercial uses which may adversely affect adjoining residential uses are subject to conditional use permits.

LUD NO. 8P, PEDESTRIAN-ORIENTED RETAIL STRIP DISTRICT

This is a very special category for use in a few specific areas of the City where strip retail uses catering primarily to pedestrian trade abound or may be developed. "Pedestrian-oriented", as it is used here, means that shoppers arrive by foot (or arrive by car and park in one location) and then stroll to a number of shops, services and restaurants. Stops in these retail strips tend to be of much longer duration than in the auto-oriented retail strips. They may also have less parking for automobiles, and such parking may be located behind stores instead of in front of them.

Because of the importance of the role that the pedestrian-oriented strips play in serving the adjacent residential neighborhoods, and the special ambiance which they create for all shoppers, they are considered to be a valuable resource to be preserved and enhanced for the future.

Typically, the stores in this district will be fairly small and will provide shoppers with a variety of convenience goods (bakery, delicatessen, flowers, etc.), or comparison goods on a small scale (dresses, beachwear, sporting goods, men's wear, etc.) Small scale services are also consistent with this district, providing they are intended for neighborhood use. Large frontage users, such as financial institutions in independent structures, are not consistent with the policies of this district. Small restaurants and bars are consistent, but not larger nightclubs or places which emphasize entertainment and therefore draw from an area wider than one or two neighborhoods. Retail uses drawing on sub-regional or regional markets are not permitted.

Designs of commercial structures must be sensitive to neighboring residential uses. Commercial uses which may adversely affect adjoining residential uses are subject to conditional use permits.

LUD NO. 8R, MIXED RETAIL-RESIDENTIAL STRIP DISTRICT

The purpose of this district is to provide a land use environment in which residential uses predominate on the frontages of certain main

streets, but in which some retail uses may occupy the ground floors of the residential buildings, or may be in free-standing retail buildings.

Free-standing retail buildings may not be developed in a "mini-mall" or shopping center configuration. The permitted retail uses are the same as those cited for LUD No. 8P (Pedestrian-Oriented). Parking for the retail uses must be behind the buildings or next to the buildings. Retail parking within residential buildings is discouraged. Retail stores on the ground floors of residential buildings must occupy at least 25% of the area of the ground floor of the building. Very small (or token) storefronts in residential buildings are not consistent with the policies of this district.

Residential uses permitted within this district are generally those described in LUD Numbers 3A (Townhomes), 3B (Moderate density), and 4 (High density). Specification for residential uses and types in each of the strips designated as District No. 8R shall be found in the zoning regulations. Generally, the policy base for residential types and densities is that they shall not be incompatible with any neighboring residential uses (see definition of "compatible" in LUD No. 7); that they shall not contribute to a significant deterioration of the traffic-carrying capacity of the fronting roadway; and, that they shall contribute positively to the City's stock of needed higher density housing developments.

LUD NO. 8M, MIXED OFFICE/RESIDENTIAL STRIP DISTRICT

This district is different from LUD No. 8R in that it is intended to encourage a mix of free-standing office buildings with freestanding residential buildings, with the provision for some retail uses in the ground floors of each if desired by the project applicants, or in separate structures. It is intended for use on more important major streets which should portray a highly urbanized appearance. It is for office uses which are more citywide serving than local, and for higher density housing. Also permitted in this district are Institutional and Open Space uses without the need to amend the Plan.

Office uses should be fairly large in scale with on-site surface or in-building parking with vehicular access off the main roadway wherever possible. Taller structures (over 5 stories) are consistent where permitted by the zoning regulations. Heavy landscaping along the frontages is required to enhance the image of the boulevard on which the use is located.

Residential uses generally should be of the higher density types, such as permitted in LUD No. 3B, 4, 5 and 6. Townhomes (LUD No. 3A) may be appropriate in some places, and may be approved pending a favorable review of the site plan and architecture by the design review authority. Parking for the residential uses should be contained within the buildings. Access should be from the side streets or alleys wherever possible. Heavy landscaping along the frontages is required.

LUD NO. 8N, SHOPPING NODES

This land use district is created to accommodate retail and service uses exclusively, primarily in small clusters. It is widely dispersed in the form of numerous clusters of neighborhood-serving centers for the retail needs of residents of Long Beach. Larger shopping centers are included in District No. 7.

A neighborhood retail cluster is intended by this plan for every community within about one-half mile of each residence, if feasible.

Some of these clusters are specifically designated on the map in areas where the pattern of land uses, the traffic flows, and the distribution of residences more or less dictate the locations of the commercial centers. Elsewhere the map may not specifically designate the appropriate neighborhood shopping facility. In such cases, zoning for such facilities in predominantly residential land use districts is tacitly understood as the intent of this Plan, provided that such facilities are clustered with off-street parking and separated from each other by economic market radii.

Adequate off-street parking, minimization of curb cuts, maximization of side street access, and de-emphasis of curbside parking are critical in this District, especially as some of these thoroughfares may be subject to parking restrictions in the future in order to increase traffic capacities.

LUD NO. 9L LABOR-INTENSIVE AND CLEAN INDUSTRY DISTRICT

This district is intended to accomodate light manufacturing, research and development, warehousing, and large scale wholesale and retail facilities. High employee density, high product value, and negligible environmental impacts are desired in this district. Much of the new employment projected by this Plan is expected to occur in District 9L. Therefore, land resources identified in this district should be preserved from other uses, such as institutional, housing and commercial.

Non-industrial uses which are necessary or desirable for support of employment centers are permitted. Such supporting uses include restaurants, personal and financial services, lodgings related to the industrial uses, and medical clinics. Residential uses are not permitted.

Solid waste storage, transfer, processing, and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES section of this Land Use Element are met.

LUD NO. 9H HEAVY INDUSTRY DISTRICT

This land use district occurs in a few subdistricts within the City, although this type of land use dominates the environment west of the City, including some Los Angeles County area assigned by LAFCO as within the sphere-ofinfluence of Long Beach.

"Heavy" does not mean the opposite of "clean" and "labor-intensive" (such as "dirty" and "capital-intensive"). Land uses in this district will have to satisfy all applicable permits, pass sensitive environmental

clearances, and be located away from established residential areas on which such industrial uses might have a negative environmental impact.

Except for commercial-type operations specified under LUD No. 9L and restaurants, services and offices complementary to local industry, all commercial and office uses are excluded from LUD No. 9H.

Solid waste storage, transfer, processing, and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES section of this Land Use Element are met.

LUD NO. 10 INSTITUTIONAL AND SCHOOL DISTRICT

The land uses in the Institutional District (LUD No. 10) are characterized by the permanence of the built use, or the intentions for such use, once the location has been established for the proper citywide or subregional distribution of public services: City Civic Center, County and State regional office buildings, academic research institutes and headquarters, colleges, universities, major hospitals, cemeteries, public schools, and the like. Institutional uses serve basic public needs over a long period of time, enduring through changes in the surrounding socio-economic environment.

LUD NO. 11 OPEN SPACE AND PARK DISTRICT

This district is quite diverse, compressing into one general category the variety and detail of the Open Space Element of the General Plan, and of various specific plans for parts of the City such as the Local Coastal Program. Typical land uses in LUD No. 11 are the following: agriculture, golf courses, beaches, flood control channels and basins, rivers, utility rights-of-way, public parks, oil islands, local marine areas, inland bodies of water, off-street bike routes, estuaries and lagoons and supporting uses as described below.

The uses of land in subdistricts of LUD No. 11 should serve the overall purpose of promoting mental and physical health of the urban citizenry by one or more of the land uses mentioned above. LUD No. 11 areas should be acquired and distributed so that all citizens, regardless of race, age, handicapped condition, sex or socio-economic class, have access to the opportunity for the enhancement of health through contact with such natural environments. Given that such distribution has been made, there should be rigid constraints on the amounts and types of urban forms and structures which are permitted to invade open spaces and parks.

In ecological preserves (officially designated as such by Federal, State, local or regional authorities), disturbance of natural ecosystems are prohibited. Other environmentally sensitive areas are to be protected, enhanced and preserved. Any development of public lands and offshore open space to the breakwater must be minimal and subject to specific planning with appropriate public participation and public hearings before decision.

Commercial uses which are clearly intended to positively support the public use features of areas in LUD No. 11 may be permitted (except in parkland preserves) as specifically authorized uses under strict design and maintenance standards, subject where necessary, to site plan approval by the City Planning Commission with due process of public hearings.

Proposed future minor expansions of existing open space facilities, or the creation of new mini-parks, may be found to conform to the general plan without amendment, at the discretion of the Planning Commission.

LUD NO. 12 HARBOR/AIRPORT DISTRICT

This district is composed of the Long Beach Harbor and the Long Beach Airport. Such an aggregate is clearly massive, heterogeneous and immensely powerful in shaping the land use structure, the socio-economic health and the human environment of the whole City.

This Land Use Element foresees no significant changes in the boundaries of this land use district. Therefore, its composition and structure have predictable overall consequences based on present boundaries and general contents of LUD No. 12 subdistricts. Hence, the Land Use Element does not differentiate detail within each subdistrict. Instead, the water and land use composition within the harbor area is separately formulated and adopted by due process as the specific plan of the Port of Long Beach. Similarly, the air and land use composition within the airport area is separately formulated and adopted by due process as the master plan of the Long Beach Airport.

The specific plans for land uses within the boundaries of the Harbor, and the Airport should support and promote the primary functions appropriate to each such subdistrict. Any transfer of public land, or of responsibilities for the management of public land, to these subdistricts by appropriate authorities will be accompanied by specifically-designated uses of such land transfers consistent with the City General Plan.

Solid waste storage, transfer, processing, and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES sections of this Land Use Element are met.

LAND USE DISTRICT NO. 13 RIGHTS-OF-WAY

This land use district is designed for application to certain publicly and privately owned rights-of-way. The intent of this district is that properties so designated remain basically as open space. However, use of these areas for public access and recreation purposes is not required in LUD No. 13.

Permitted uses are: public open space and recreation; private commercial recreation; commercial horticulture uses, such as nurseries,

tree farms, agricultural plots; and similar low intensity uses which maintain the basic open character of the property.

Uses not permitted include residential, retail (except as noted above), and industrial developments.

Structures on properties in LUD No. 13 shall be limited to those which are accessory to the permitted uses listed above, and shall be designed and sited so that they conform to the standards of the neighborhood in which they are located.

RESIDENTIAL NEIGHBORHOODS

Residential neighborhoods which are carefully preserved, selectively improved, made attractive, and protected from potentially destructive forces are the key to the continuing attraction of Long Beach as a pleasant place in which to live, raise families, and enjoy the Southern California lifestyle.

Yet for decades, Long Beach has witnessed the development of residential buildings at quite high densities. Most of the older high density buildings are concentrated in downtown and along parts of the coastline where property values tend to force higher densities. Some older projects have up to 200 units per acre, but may only be three stories tall. Newer high density buildings have been distributed over wider areas of the City.

Despite the fact that such buildings, new or old, do not remotely represent what one thinks of as the "California lifestyle" (residents cannot enjoy the wonderful coastal amenities and climate which characterize this city unless they leave the premises) they were a tolerated building form and style of living until recently. That density, form and style has only a limited place in the Long Beach of tomorrow, where design and density improvements will be required.

Recent actions to reduce densities in many areas of the City were successful in helping to ameliorate the threat of nearly seven decades - a threat that, if perpetuated, could have completely and permanently changed the face of large parts of Long Beach.

Residents of the City are very concerned about excessive or ill-conceived growth and its potential impact on the quality of their living environments. Managing growth and providing for acceptable standards of living are of high priority. For purposes of achieving these ends, each of the residential neighborhoods, which collectively make up the whole of the living environment of Long Beach, has been examined in

detail. The results of this analysis are recommendations regarding future desirable directions for each neighborhood. The recommendations will be implemented by the City zoning regulations and other regulatory devices. Programmatic improvements will be implemented through various Community Development programs.

The City of Long Beach Department of Community Development is charged with actively enhancing housing opportunities, developing and maintaining quality neighborhoods, and facilitating a strong economic base for the City of Long Beach and all its residents. The City works to improve neighborhoods and preserve the City's housing stock in predominately low- and moderate-income designated areas. Current revitalization programs, which serve nine selected Neighborhood Improvement Areas within Community Development Block Grant target zones, are designed to regenerate an entire targeted low-income neighborhood.

In addition to Home Improvement Loan assistance, which is also available to low-income homeowners citywide, target-area programs include: paint rebates, tool rental assistance, exterior home improvement rebates, trash dumpsters, rental housing rehabilitation, commercial facade rebate, graffiti prevention and graffiti removal.

Activities which support neighborhood revitalization include: infill lot and land assembly for the purposes of removing slum and blight and creating housing and economic development opportunities; housing production programs which stimulate the development of affordable housing; rental assistance to low-income tenants for the purpose of expanding housing opportunities; and commercial loan programs which assist business persons in improving office, retail, commercial, or industrial property.

The exposition of the policies related to each neighborhood is composed of a brief text explaining current status and recommendations, and a map of the neighborhood. Proposed land use districts are shown on the

map. Reference should be made to the chapter entitled LAND USE DISTRICTS for the specifications of each district. These descriptions and maps are the basis for zoning actions (where required) in each neighborhood.

Beyond that, they are to be used to provide policy direction to the City's decision-makers for evaluating future project proposals about which there may be questions regarding consistency with the neighborhood and citywide objectives. For additional information regarding consistency of project proposals with the Land Use Element, refer to the chapter entitled CONSISTENCY TESTS.



MAP OF NEIGHBORHOODS

IMPORTANT NOTICE ON INTERPRETATION OF MAPS

The maps which follow illustrate the assignments of recommended land uses in the residential neighborhoods, activity centers, and arterial corridors. A variety of scales is represented by the maps as a result of the differences in size of the many areas studied, and the requirements imposed by the need to reduce the information to page size. The line work used to delineate the many land use districts is bold to enhance readability. It is also generalized along streets, property lines, and alleys. These generalizations are guides for future decisions regarding the regulation of land use, and are not to be taken as precise and literal boundaries. It is expected that variations in these general boundaries will be made in the future by the City Planning Commission and City Council, based on findings that the proposed variations conform to the general land use and development policies set forth in this document.

The reader is further advised that these are not zoning maps and should not be confused with zoning. The City Zoning Regulations, as amended from time to time, will implement the land use policies set forth herein. In that implementation process, more precise boundaries will be drawn and zoning districts applied which best carry out the land use objectives. In some cases, several zone districts may fit within one land use district. Additionally, new zone districts not extant at the time this Land Use Element is adopted may be created to implement the plan's policies. Therefore, the reader should avoid equating the land use district represented herein with zone districts.

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This predominantly homogeneous area is formed on three sides by strong boundaries: the elevated Union Pacific Railroad on the south, Atlantic Avenue on the east and Long Beach Boulevard on the west. Market Street, another arterial, forms the northerly boundary. Del Amo Boulevard, a heavily travelled arterial, divides the southerly portion of the area.

Except for the peripheral boundaries, the area is predominantly developed with single-family dwellings, a few two-family dwellings and small multi-family residential areas. Despite the early subdivision of the area into narrow 25-foot wide lots and the development immediately thereafter into small, modest one-story dwellings on 50-foot wide parcels, the area has continued to be maintained in good condition. The area shows pride of ownership and provides good housing in the modest price range.

Although the 25-foot wide lots have not been combined into permanent regular sized lots by City ordinance, few dwellings have been replaced with two-story, 25-foot wide lot developments. Multi-family developments in the two LUD 4 areas are of recent construction and in good condition. The northerly LUD 3A area is predominately medium density residential with a high incidence of deferred property maintenance with some clutter. The LUD 3A area to the south contains multi-family uses on large lots in fair to good condition.

The three major arterials designated for LUD 8R usage, Market Street, Long Beach Boulevard and Atlantic Avenue, currently have mixed use development with the larger more intense scale confined to Long Beach Boulevard and Atlantic Avenue. The Union Pacific Railroad along the southerly boundary is elevated and has a low volume of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County, and near the harbor areas have been creating strong pressures to greatly increase train traffic.

SUMMARY OF NEIGHBORHOOD POLICIES.

LAND USE. The area is projected for preservation of the single-family neighborhoods by the LUD 1 designation. The existing duplex zoning should be reevaluated for single dwellings to reduce the potential for adding second units on lots and replacing older dwellings with duplexes. Narrow 25-foot wide lots, when combined into a 50-foot or greater development should be considered for permanent merger into a single property by City ordinance. Mixed commercial/residential along the arterials is projected to continue. The multi-family use designations recognize existing land use patterns which are to continue.

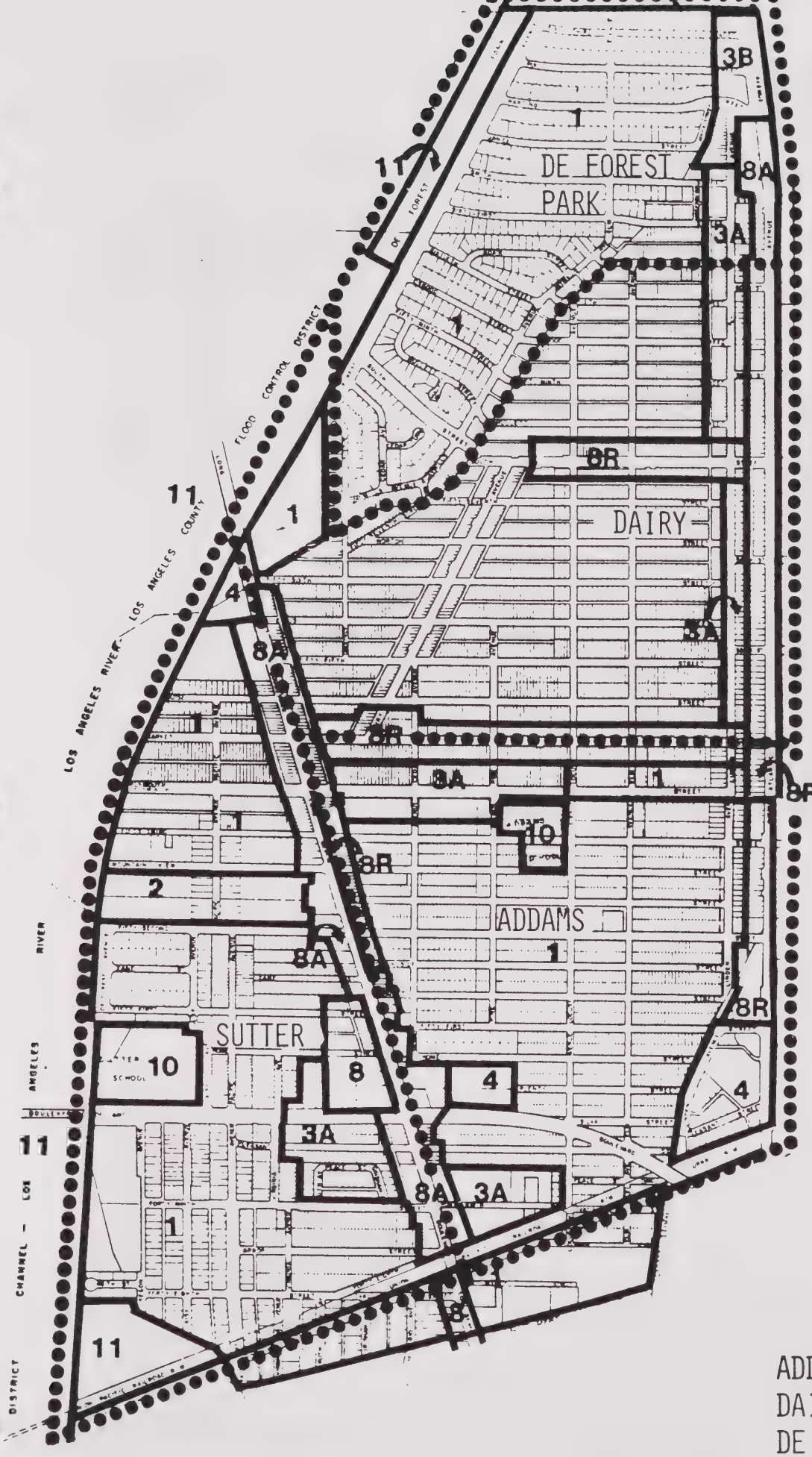
To prevent the negative impact of increased train traffic in the southerly portion of the area, measures such as continuous welded track, noise buffers, limits on hours of operation, landscape treatment and use of enclosed cars for certain materials should be employed in conjunction with any increased use. Also, the joint use of the Alameda Corridor Railroad Plan should be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The single-family area is comprised of a mixture of housing styles, mostly depicting designs older than forty years. The one-story, low density character of the area should be preserved. Commercial and multi-family residential should maintain a height, setback and lot coverage sensitive to the low density residential areas.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area lacks recreational opportunities, and no park is within reasonable walking distance for young children. Addams Elementary School is relatively centrally located and provides safe, convenient school access. Though small, the school also substitutes as an off-school hour play facility for neighborhood children.

If families with children continue to move into the area seeking clean, maintained affordable housing, Addams may have to expand. Consideration should be given to combining a park area with the school site. Lindbergh Junior High is just two blocks east of Atlantic Avenue and Jordan High is located a little over a mile north.

Although the Atlantic Avenue and Long Beach Boulevard are developed with a substantial number of business establishments, most are older, outdated stores without parking and do not serve the community's needs. The businesses need to be upgraded and recycled in some cases.



ADDAMS
DAIRY
DE FOREST PARK
SUTTER

ALAMITOS HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Alamitos Heights is located in the southeastern portion of Long Beach and has very distinctive neighborhood boundaries. The park areas of Marine Stadium and Recreation Park together with Colorado Lagoon form the western edge. Bellflower Boulevard and Pacific Coast Highway, as major traffic arteries, serve as the eastern and northern boundaries. Colorado Street serves as the southern edge.

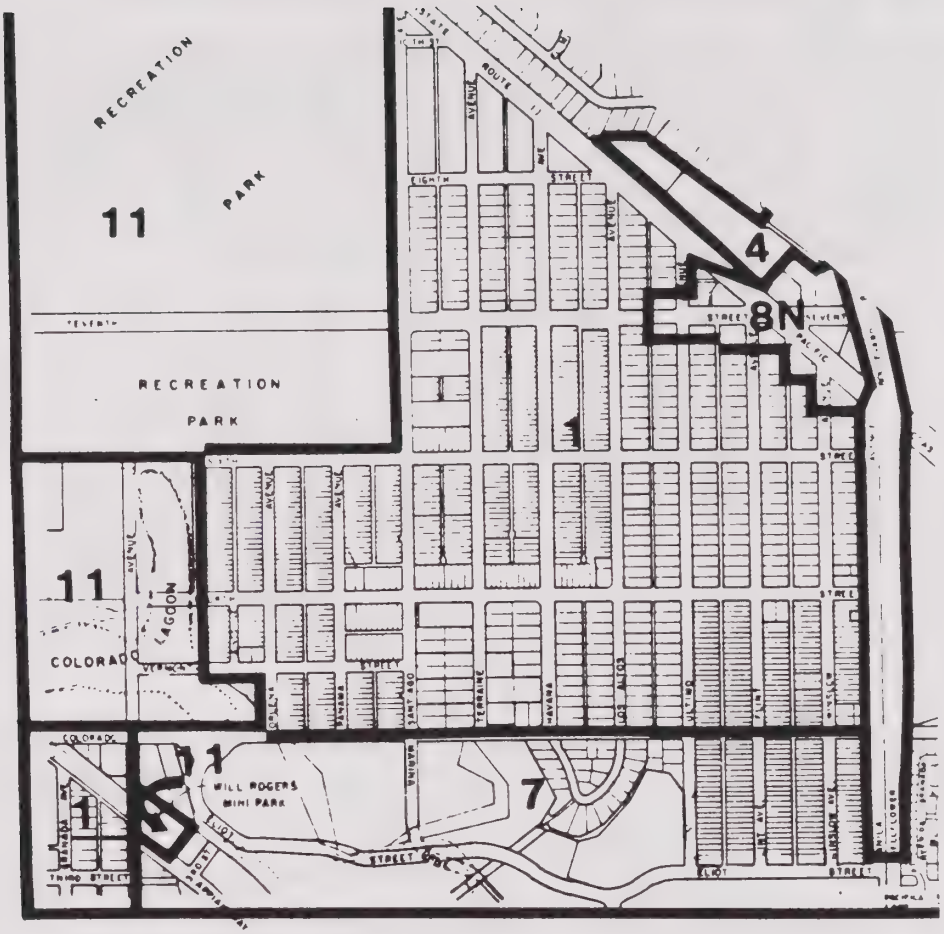
This neighborhood is predominantly developed with high quality, large scale, single-family homes and a few scattered apartment buildings. This is an attractive, high amenity neighborhood composed of affluent families. Home and property values continue to rise and owner-occupied housing is well above the average for Long Beach. The Alamitos Heights Improvement Association is active in neighborhood improvement activities. Traffic volumes and noise from adjacent major streets are considered problems in the neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. This is a neighborhood increasing in value and perceived as a desirable neighborhood in which to live. No changes are proposed for land use area-wide. The overall low density character of the Alamitos Heights neighborhood should continue to remain the preferred overall density for the area.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Good design and architectural quality are evident in the neighborhood. Lots are well landscaped and the housing is of varied architectural styles. These standards should be maintained and respected by all new residential developments. Architectural controls are not proposed.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Alamitos Heights has ample recreational opportunities because of its prime location adjacent to Recreation Park and Marine Stadium. These amenities have increased the overall value of the neighborhood and their continued successful operation should be supported. The neighborhood is well served by all major types of retail. Some elementary school children must cross 7th Street to get to school. This is a neighborhood concern of importance.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
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11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

ALAMITOS HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

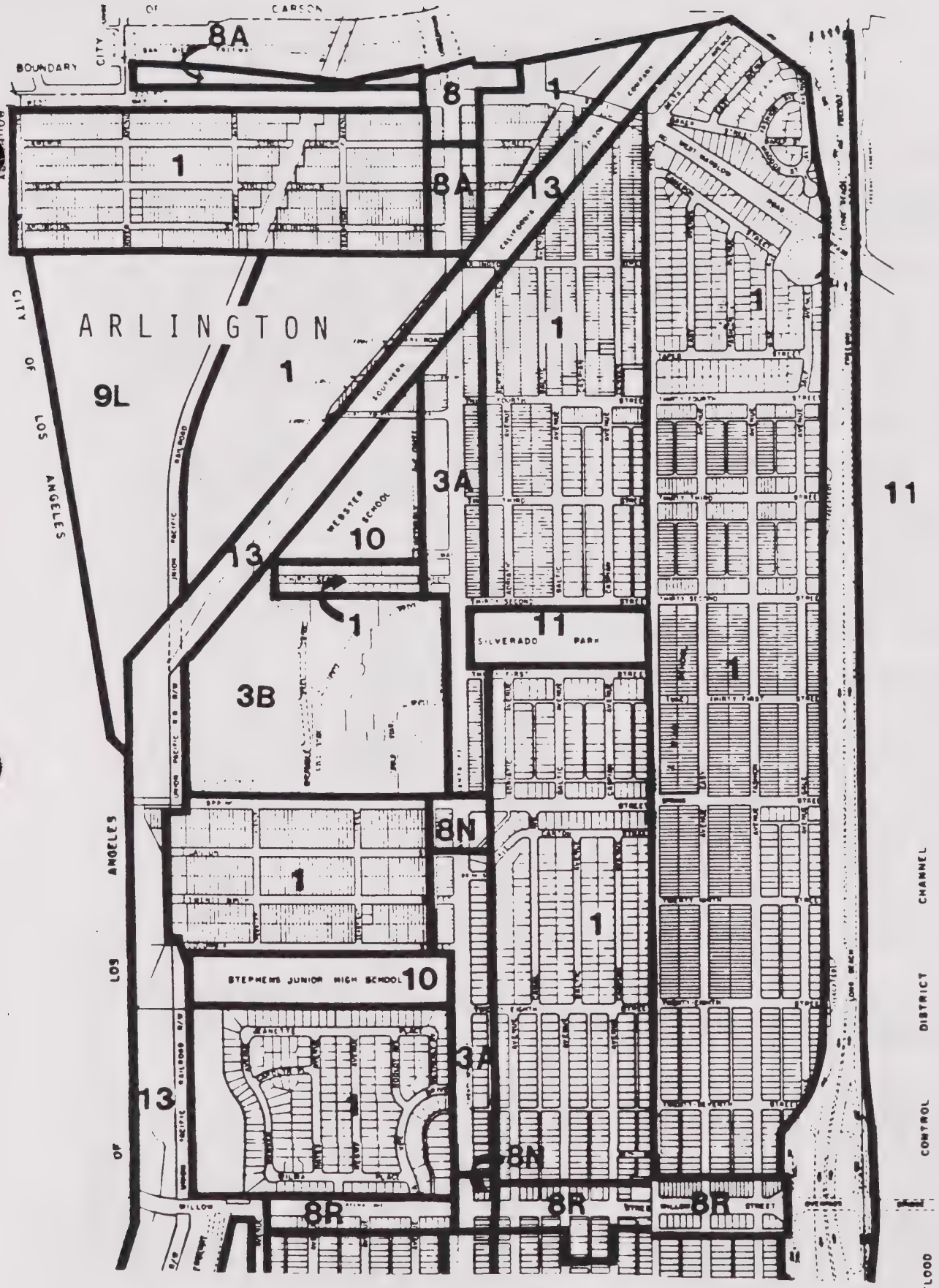
The Arlington neighborhood is a single-family area, with the exception of scattered multi-family units along Wardlow west of the Union Pacific railway. Populated by moderate income families of mixed ethnic backgrounds, the neighborhood is isolated from the rest of the westside by industrial and freeway edges. Railroad tracks segment the neighborhood. Narrow streets without alleys contribute to parking problems. Property maintenance is a problem, as are graffiti and gang related activities. Park and recreation open space are in short supply.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preservation and rehabilitation of single-family housing is recommended. Reducing deterioration, improving the housing stock and upgrading the quality of the environment should be encouraged. The relatively low density, single-family nature of the residential neighborhood should be preserved. New developments should reflect the existing densities. Clean industrial uses are recommended west of the Union Pacific railroad (south of Arlington Street).

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. It is recommended that small scale, one- and two-story houses remain the dominant type. Infill should reflect this predominant architectural form.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood grocery, supermarket and park and recreation areas are badly needed in this area, but opportunities to provide them without land clearance are nearly non-existent.



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☆ DEVELOPMENT OPPORTUNITY

ARLINGTON
UPPER WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This two-mile-long linear area consists of three separate subareas, each requiring different improvement policies.

The single-family homes west of Cherry Avenue are in fairly good condition. The centrally located industrial area is severely degraded. The homes east of Paramount Boulevard consist of properties in need of rehabilitation. Existing multiple-family areas also require upgrading. In the westerly portion of the linear area, all three school grade levels are represented within walking distance. The grammar school, however, requires the crossing of Artesia Boulevard, a heavily travelled major highway.

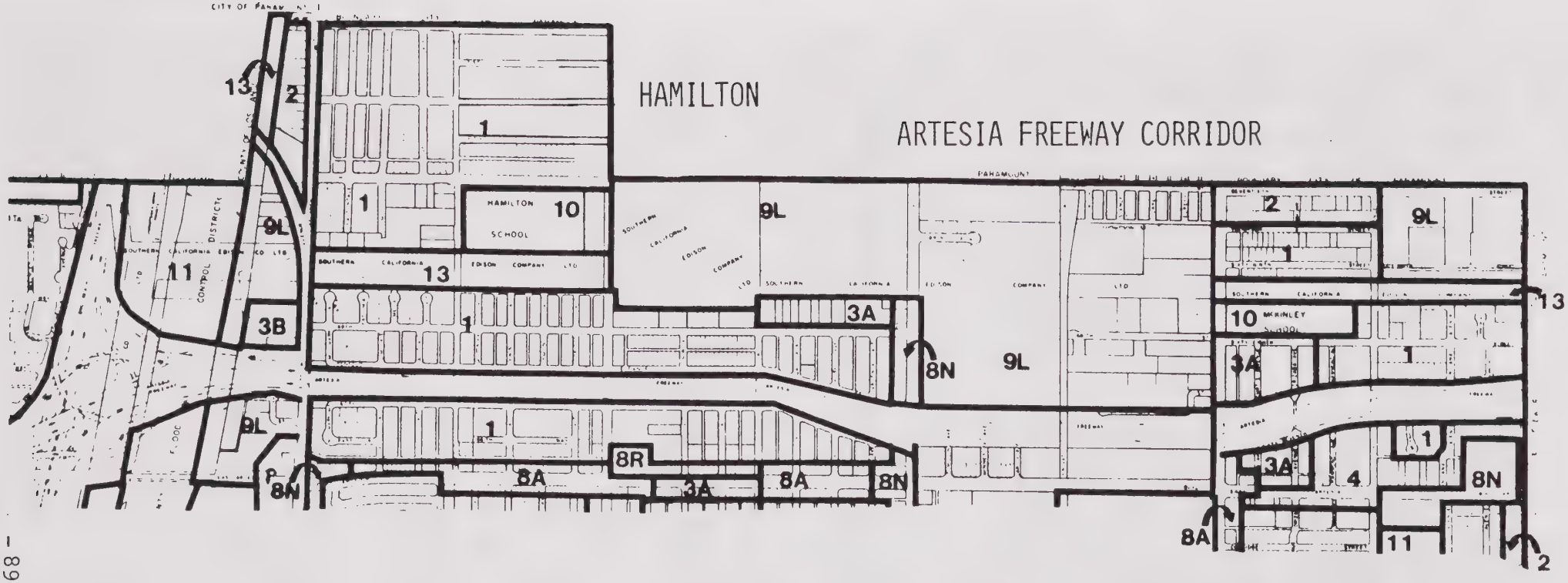
Recreation needs are provided by Houghton Park, one-half mile to the south, and by the playing field of Hamilton Junior High, which abuts the area. Retail stores and business services are limited to small stores and strip commercial centers along Artesia Boulevard. The easterly portion of the area contains a grammar school, but lacks a junior and senior high school within walking distance. Ramona Park, one-fourth mile to the south, provides recreational open space. The two shopping centers at the intersection of Artesia Boulevard and Downey Avenue are readily accessible and meet most shopping needs.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The homes west of Cherry Avenue require minor rehabilitation and an increased level of property maintenance. The industrial areas should be recycled to hi-tech industrial uses. This will improve the aesthetics of the greater neighborhood area, especially important since it forms the northerly entrance to the City. The area between 70th and Thompson and west of Paramount Boulevard consists of marginal residential units and should be considered for recycling to light industrial and office park uses. Residential neighborhoods should be limited to single-family and duplexes. Low density should be maintained. Existing multi-family areas should be studied for possible downzoning and single-family areas should remain as zoned. Industrial areas should be reclassified for light, clean manufacturing uses.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The low scale, one- and two-story heights of the residential buildings should be respected. New industrial development/redevelopment should be designed along modern industrial park standards.

NEIGHBORHOOD SERVICE, FACILITIES AND AMENITIES. No new services or facilities are recommended.



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☆ DEVELOPMENT OPPORTUNITY

ARTESIA FREEWAY CORRIDOR
HAMILTON

BELMONT HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood is bounded by 7th Street on the north and Redondo Avenue, a busy commercial corridor, on the west. Livingston Drive is the strong south and southeastern boundary, and Recreation Park and the diagonal Pacific Electric Right-of-way define the northeast boundary.

As an older residential area, Belmont Heights is developed with single-family, duplex, and mid-density (2-5 units) apartment structures. The majority of homes are well maintained, evidence of rehabilitation work exists, and lots are well groomed and landscaped. Some properties needing rehabilitation are occupied by long-time elderly residents who have insufficient income for maintenance purposes. Some denser apartment buildings exist along Ximeno Avenue between 4th and 6th Streets and in the area to the east of Ximeno Avenue and south of the Pacific Electric Right-of-way. Neighborhood commercial and retail nodes are located along 4th Street, Redondo and Broadway. Problems associated with the future development of the Pacific Electric Right-of-way are concerns for the neighborhood. Since the Heights are on a slight hill, views of the ocean along the north-south streets provide a rare and valuable amenity.

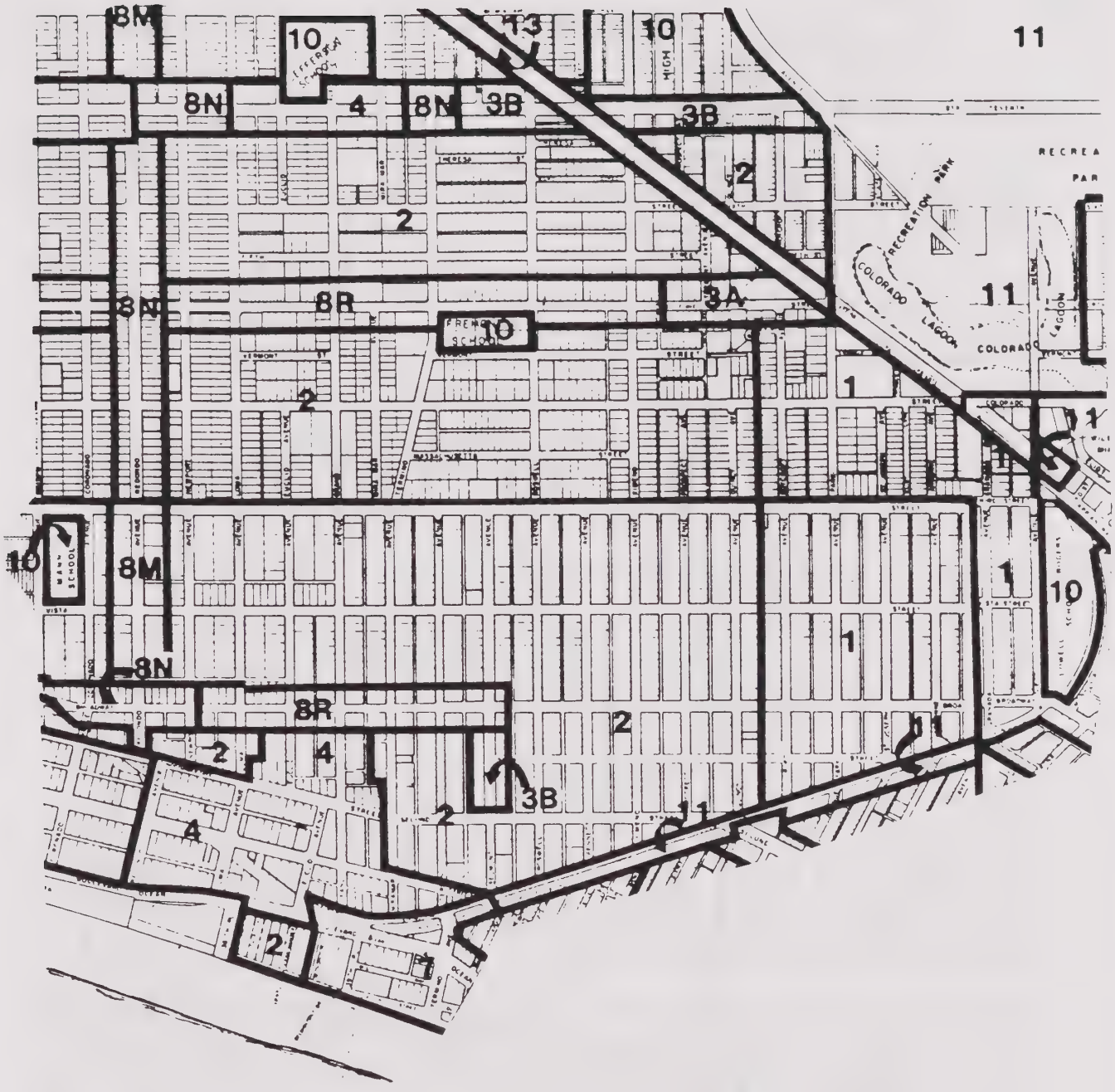
Many of the single-family homes, duplexes and small apartment buildings were constructed in Belmont Heights more than forty years ago. This older housing stock is rich in quality and design and creates a unique sense of place for Belmont Heights residents. This unique character must be preserved. The chief architectural styles are variations of the California Bungalow, Older Mission and Mediterranean styles.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overall low density, single-family character of the area should be preserved. Structurally sound homes, duplexes and mid-density (2-5 units) apartments should be maintained and preserved. The attractiveness of this low density, unique, housing stock should be recognized for its valuable contribution to the "liveability" of Long Beach. Overall densities should remain low. Current zoning may permit more growth than is appropriate to the neighborhood. Overcrowding of lots is not a problem now, but could become one unless the area is protected from additional development. More recreation space would be appropriate if suitable sites could be found without the need to remove housing units.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Any infill development must respect the low scale, design, materials, and color characteristics of the existing housing stock. Some avenues east of Roycroft may be considered for historic district designation.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has adjacent recreation opportunities, namely Belmont Pier and the Pacific Ocean to the south, and Recreation Park on the northeast side. Community retail services are also abundant. All school services are conveniently located for the residents' children.



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☆ DEVELOPMENT OPPORTUNITY

BELMONT HEIGHTS

BELMONT PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bounded on the west by Livingston Drive and Monrovia Avenue, on the north by Marine Stadium, on the east by Alamitos Bay and the south by The Toledo, water surrounds this neighborhood on two sides.

Belmont Park is overwhelmingly developed with single-family homes on good sized lots with standard street widths. Composed of fairly affluent, largely owner-occupied family households, this neighborhood is very well maintained. Proximity to the beach and recreational activities at Alamitos Bay are strong amenities and make Belmont Park an attractive single-family neighborhood.

Much of Belmont Park's unique character can be attributed to its older, architecturally varied housing stock. Opened as a prime residential beach community in 1920, architectural styles vary from California Bungalow and Mediterranean to California 50's and classic "tract" homes.

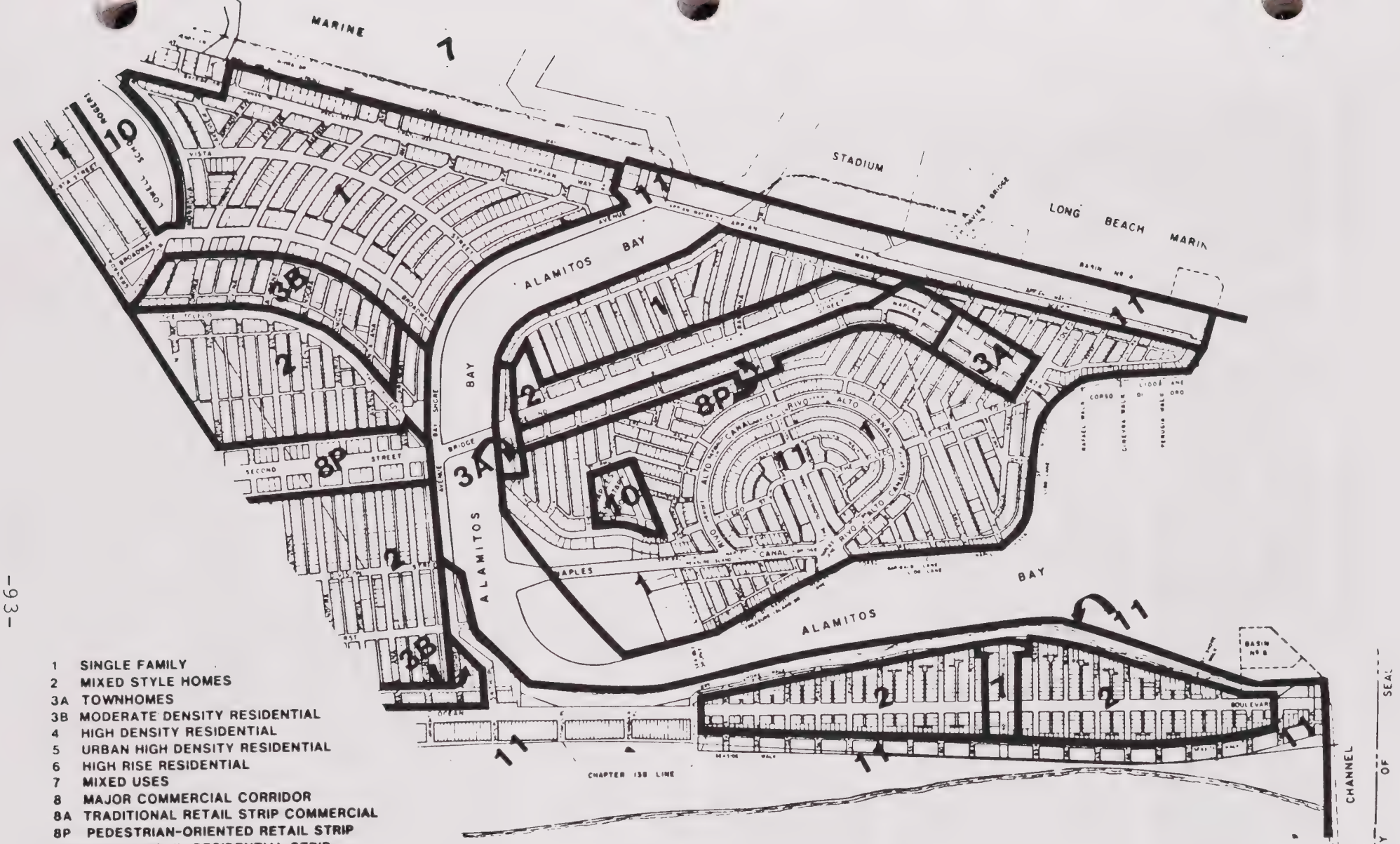
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Recent zoning code amendments to restrict building heights to 25 feet and to minimize bulk reflect the residents' strong sentiments to maintain Belmont Park as a low scale, low density neighborhood with many amenities. Maintaining this profile for this neighborhood is recommended.

Also important to this neighborhood and the larger community is the continued vitality of the commercial center along 2nd Street. This bustling retail activity creates a very positive image for Long Beach and should be encouraged and supported. Parking problems are currently being addressed by a joint effort of City staff, Belmont Shore Parking Place Commissioners and neighborhood-wide community groups. This effort should continue as long as necessary. Overall residential density for Belmont Park should remain low. Single-family homes are the preferred type of land use and should be kept intact.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Respecting the low scale of existing homes and minimizing the bulk of new developments is necessary. Architectural conformance is considered important and respecting existing scales is considered mandatory.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Belmont Park enjoys a variety of neighborhood services. Adjacent Marine Stadium, Alamitos Bay and the Colorado Lagoon offer residents strong recreational opportunities. Rogers Junior High and Lowell Elementary Schools provide educational resources for area residents. The bustling commercial center along 2nd St. gives residents a variety of commercial services.



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☆ DEVELOPMENT OPPORTUNITY

BELMONT PARK
NAPLES
THE PENINSULA

BELMONT SHORE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Belmont Shore is bounded on the west by Livingston Drive, on the north by The Toledo, on the east by Alamitos Bay and the south by the ocean. Its proximity to the beach, water recreation activities in Alamitos Bay, and its varied, older housing stock make Belmont Shore a strong market area.

It is a low-rise, moderately dense residential area with predominantly single-family and duplex structures. 8-10 unit apartment buildings are found along The Toledo and at the southwestern edge of Belmont Shore along Livingston Drive. Both lots and streets are substandard in width lending a dense texture to the Shore. Alleyways are narrow. Composed of fairly affluent households, this neighborhood is well maintained in spite of its high renter-occupancy profile. A variety of pedestrian oriented retail/ restaurant uses do a busy trade along 2nd Street, the commercial center which serves both local and regional shoppers. Due to its popularity, moderately dense character and narrow streets, however, Belmont Shore has traffic and parking problems.

Much of Belmont Shore's unique character can be attributed to its older, architecturally varied housing stock. Opened as a prime residential beach community in 1920, architectural styles vary from California Bungalow and Mediterranean to California 50's and classic "tract" homes. Important concerns of Belmont Shore residents are (a) noise, parking and congestion from the established Second Street commercial district; (b) significantly increasing traffic along Second Street: and (c) general intensification of housing density.

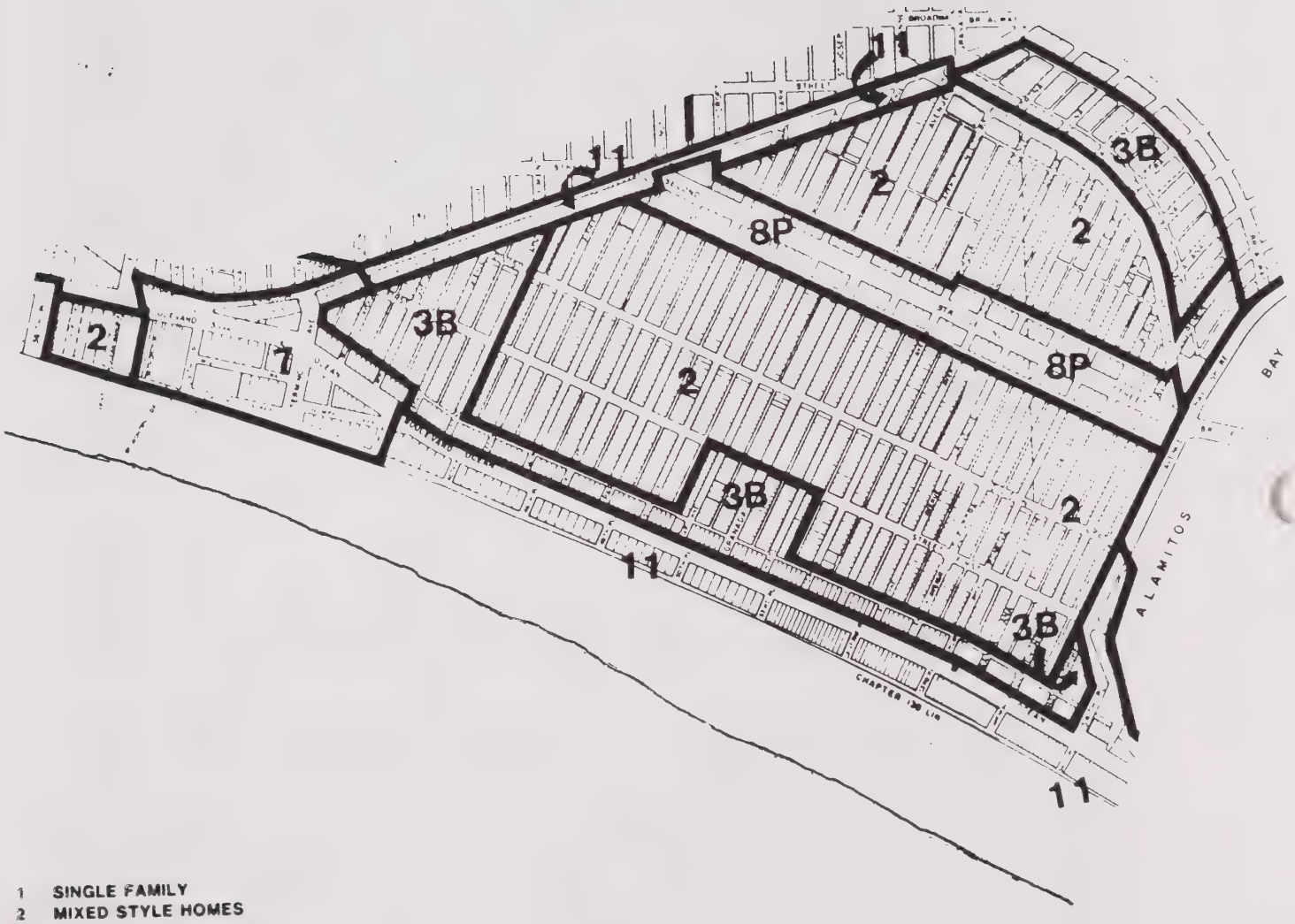
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Recent zoning code amendments to restrict building heights to 24/28 feet and to minimize bulk reflect the residents' strong desire to maintain Belmont Shore as a low scale, low density neighborhood with many amenities. Maintaining this profile for this neighborhood is recommended.

Also important to this neighborhood and the larger community is the continued vitality of the commercial center along 2nd Street. This bustling retail activity creates a very positive image for Long Beach and should be encouraged and supported. Parking problems are currently being addressed by a joint effort of City staff, Belmont Shore Parking and Business Improvement Area Advisory Commission and neighborhood-wide community groups. This effort should continue as long as necessary. Additional region-serving uses should not be permitted. Belmont Shore should remain low density overall. This plan recommends a general retention of densities permitted by the Local Coastal Program. Intensification of the existing business mix without adequate consideration for parking, traffic, and the residential quality of life should not be permitted.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Respecting the low scale of existing homes and minimizing the bulk of new developments is necessary. Architectural conformance is considered important and respecting existing scales is considered mandatory.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Belmont Shore is well served by various types of educational, commercial/retail and recreational facilities. Alamitos Bay, the Pacific Ocean and Marine Stadium provide ample opportunities for water sports. The City-owned green space located along Livingston Drive provides passive recreational use. Rogers Junior High and Lowell Elementary Schools provide educational opportunities to residents. The commercial center located along 2nd Street is a popular shopping and entertainment strip serving residents and tourists alike.



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☆ DEVELOPMENT OPPORTUNITY

BELMONT SHORE

BIXBY HILL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

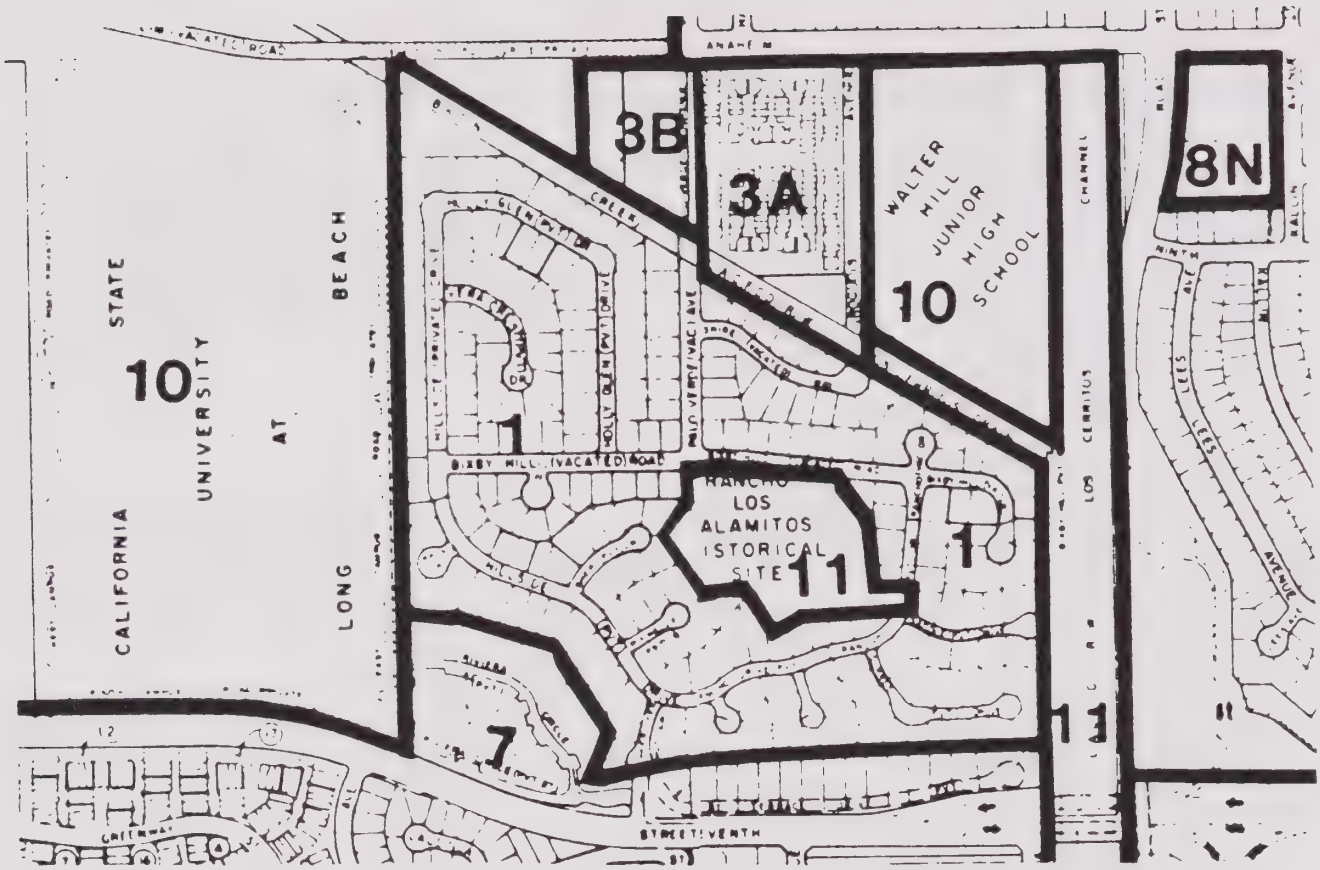
A self-contained neighborhood walled in and having a security entry, Bixby Hill is an exclusive, upper income, residential community. Subdivided in the mid-1960's, Bixby Hill rose from a grassy knoll of the historic Bixby family homestead of Rancho Los Alamitos. It is entirely developed with large, expensive, single-family homes and a few luxury condominiums. The oldest homes are only 20 years old, consequently the housing stock is in excellent condition with lots of decorative sculptured landscaping. Owner occupancy is a very high 85%.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Single-family homes and luxury condominiums should remain the preferred land use type. No changes are proposed at this time. Maintaining the high quality of life offered by this setting is supported by this Plan. Low density is preferred within the Bixby Hills community. However, the area developed with luxury condominiums should remain intact as is. No density changes are recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is considered mandatory within this neighborhood. California Ranch style homes, situated on large lots with decorative landscapes, are required. Respecting both privacy and views is a top priority here.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Although not located within this walled-in community, nearby services and facilities are more than adequate to serve the needs of Bixby Hill residents. Directly adjacent to this neighborhood is the California State University campus. Close by are regional shopping, regional parks, and acres of waterfront activities. Because Bixby Hill is located near major traffic corridors and freeways, area residents are able to reach a multitude of destinations with little trouble.



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☆ DEVELOPMENT OPPORTUNITY

BIXBY HILL

BIXBY KNOLLS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered by Long Beach Boulevard to the west, the Union Pacific railroad tracks to the north, the City of Lakewood and the Long Beach Airport to the east and Bixby Road to the south, the Bixby Knolls neighborhood is one of the largest neighborhoods in the City.

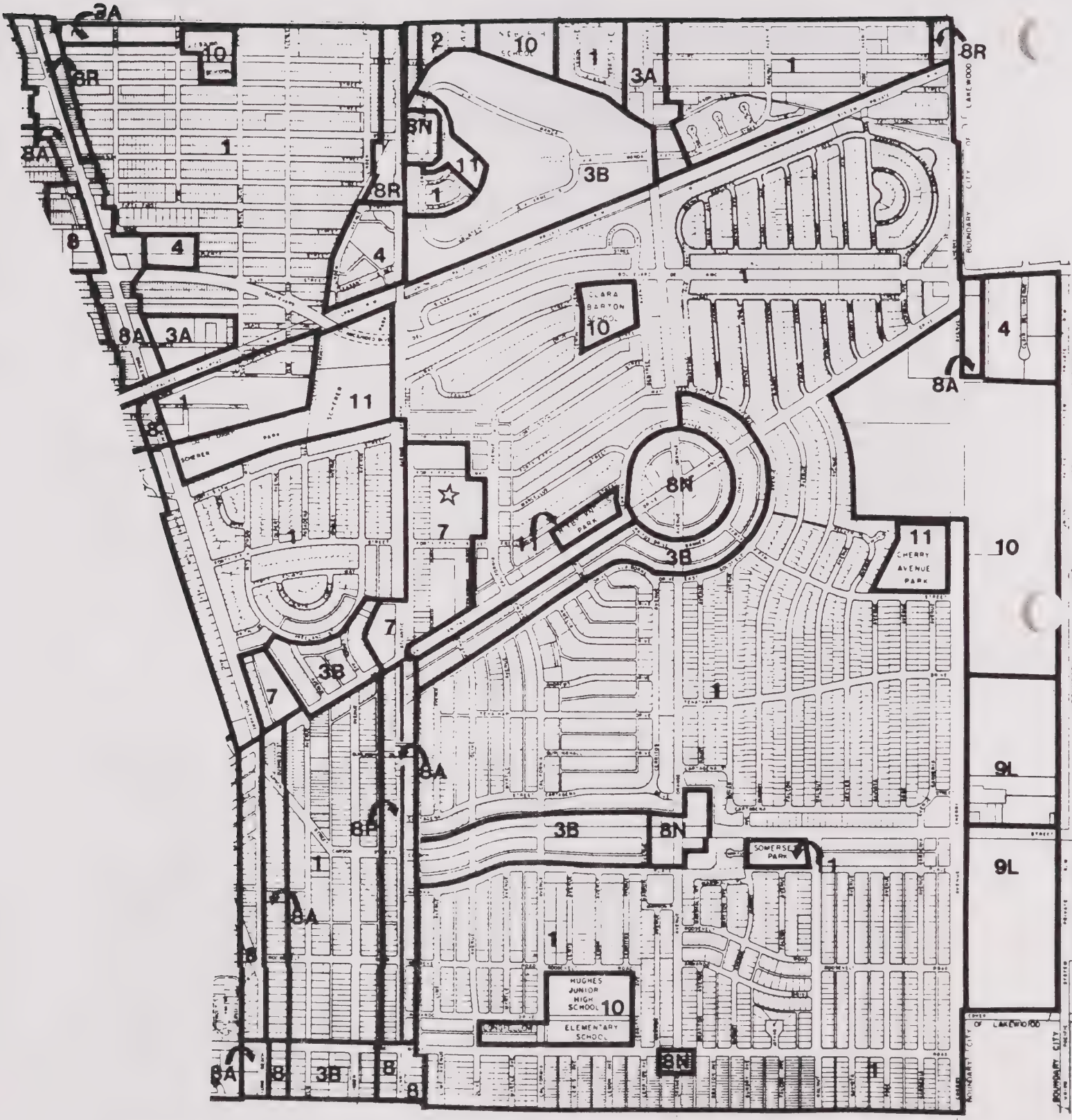
Containing a broad mix of residential, commercial, institutional and park uses, the majority of the area is zoned for and developed with single-family homes. The second largest category of residential development is apartment buildings of 5 or more units. Housing in this area was built during the 1940's and 1950's on large lots on wide streets. Both housing conditions and degree of property maintenance are considered good to excellent. Commercial uses are located along Long Beach Boulevard, Atlantic, Orange and Cherry Avenues. Institutional uses include two cemeteries and three schools. Four public parks are located herein.

Being in the immediate and direct flight path of the airport runways, this area is affected by airport noise. Bixby Knolls has an innovative hub subdivision pattern built around the diagonal San Antonio Drive and north-south Orange Avenue. Many hundreds of lots are of unique size and shape, but generally no major circulation or parking problems exist.

LAND USE. Retaining the existing overall lower density character of the area is recommended. Existing land uses should largely be retained. Parcels fronting on Cherry Avenue, Atlantic Avenue, and other major streets have been reviewed to ensure that appropriate land uses are developed. The Bixby Knolls shopping center should eventually be considered for recycling or at least rehabilitation. (See Arterials and Activity Centers). Overall low residential densities are considered appropriate for the Bixby Knolls area and should be retained. The moderate density multi-family buildings concentrated around the hub of San Antonio Drive and Orange Avenue should also remain intact.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance in the Bixby Knolls neighborhood should be considered mandatory. New infill developments must reflect the low residential scale which predominates. Materials, colors and textures used must be compatible with surrounding buildings.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is well served by commercial, institutional and recreational facilities. Maintaining these neighborhood attributes and amenities is necessary in order to preserve the high quality of life experienced by Bixby Knolls residents.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
5 URBAN HIGH DENSITY RESIDENTIAL
6 HIGH RISE RESIDENTIAL

7 MIXED USES
8 MAJOR COMMERCIAL CORRIDOR
8A TRADITIONAL RETAIL STRIP COMMERCIAL
8P PEDESTRIAN-ORIENTED RETAIL STRIP
8R MIXED RETAIL/RESIDENTIAL STRIP
8M MIXED OFFICE/RESIDENTIAL STRIP
8N SHOPPING NODES

9L LABOR INTENSIVE CLEAN INDUSTRY
9H HEAVY INDUSTRY
10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

BIXBY KNOLLS

BLUFF PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Defined largely by the historic district which it encompasses, the Bluff Park neighborhood is bounded by Broadway to the north, Cherry Avenue to the west, Ocean Boulevard to the south and Redondo Avenue to the east.

Bluff Park derives its name from the park across the street which was a gift to the City from the Alamitos Land Company in 1917. This rather small, linear geographic neighborhood is primarily composed of grand old homes built before 1940. Prominent architects designed these beautiful homes and prominent citizens have occupied them. California and Craftsman bungalow, Colonial and Spanish Revival, Queen Anne and Art Deco represent the varied rich architectural texture of Bluff Park's housing stock. A few duplexes and multi-family buildings exist here as well.

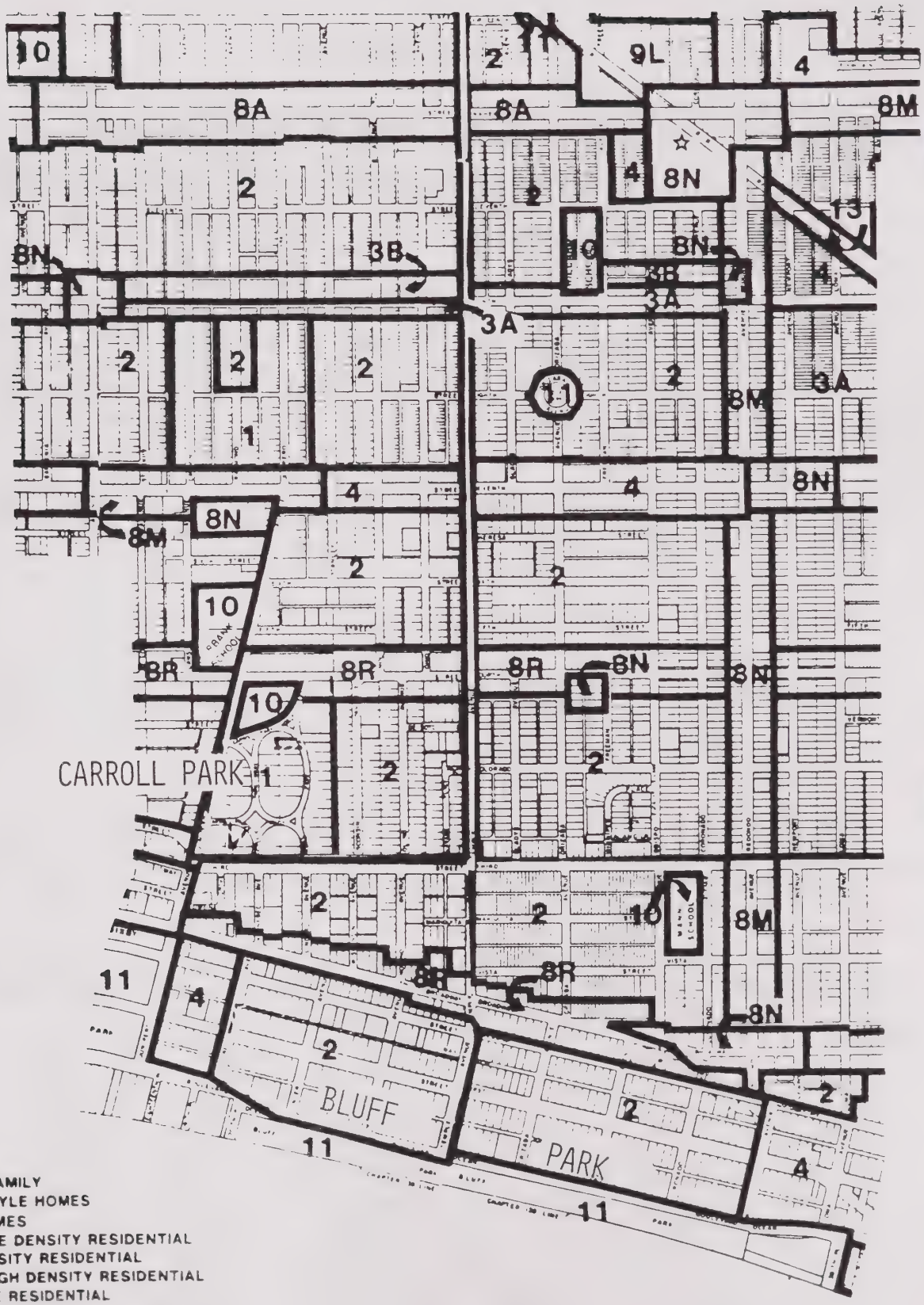
Housing conditions and property maintenance are excellent. Wide streets and parks to the west and south, create a feeling of openness and set off these wonderful old homes. This area is almost unique in California coastal communities because of its views of the ocean across the park from homes of outstanding architectural quality.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. This distinct historic district should retain its single-family home profile. The Cultural Heritage Commission should consider expansion of the Bluff Park Historic District to include larger segments of Second Street. Bluff park serves as a scenic gateway to the City; its ocean views must be retained. Low density is required. The current zoning is considered appropriate.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The quality of these homes mandates that architectural controls are necessary and must be retained. This will be assured by the Cultural Heritage Commission which has design approval authority in this district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood offers many environmental amenities and is well served by area recreational, institutional, educational and neighborhood retail facilities.



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12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

BLUFF PARK
CARROLL PARK
EASTSIDE

BRYANT SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bryant School is bounded on four sides by heavily traveled traffic arteries: Pacific Coast Highway to the north and east, Redondo Avenue to the west, and Anaheim Street to the south.

This is a middle class community primarily composed of single-family and duplex structures. Only one and two stories in height, the housing stock here is both older (built around 1940-1950) and varied in architectural character. In 1980, 40% of all housing units were owner-occupied, which was close to the City-wide average at that time. Neighborhood pride is evident as the existing housing stock is maintained in good condition.

Institutional, office, commercial and higher density residential uses are largely relegated to the northern and western edges. Community Hospital, medical offices and Bryant Elementary School are of local significance. Substandard width streets, small and irregularly shaped lots and the absence of alleys, contribute to some local circulation and parking problems. A preferential parking district along Granada Avenue was established in 1986 to help alleviate parking concerns.

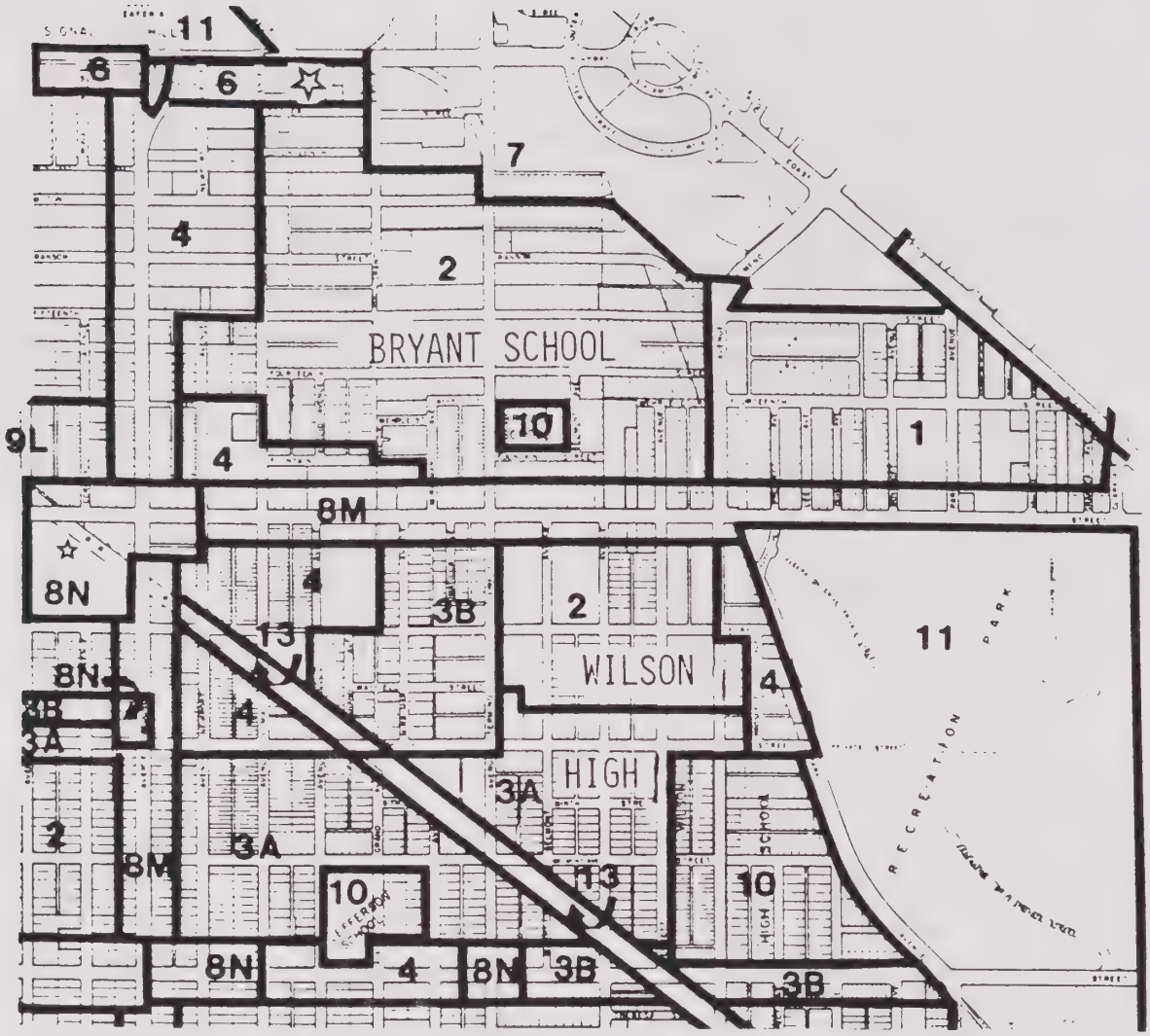
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The majority of single-family and duplex structures represented in the Bryant School neighborhood are the preferred land use type. Existing multi-family structures along Anaheim Street and Redondo Avenue are considered appropriately located. Tall residential towers on the south side of Pacific Coast Highway, where the natural rise in topographic elevation affords panoramic views, are recommended.

This neighborhood's low density and older, structurally sound, housing stock should be preserved and protected. Low density should remain the predominant pattern, but as mentioned above, tall, high density residential towers should be considered for the south side of Pacific Coast Highway. Lowering of the density east of Ximeno Avenue is recommended by this Plan.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Older Mission, Mediterranean and California Bungalow style homes lend an air of elegance and tradition to this neighborhood. This architecturally interesting housing stock is considered unique and worthy of preservation. Infill development must respect the low scale of existing housing and must also be compatible with style, materials, textures, colors and other architectural attributes found in the area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood amenities are more than adequate to service the retail, recreational and educational needs of the community. Bryant Elementary School is located here; Jefferson Junior High and Wilson Senior High Schools are two and three blocks south of Anaheim Street. The 261-acre Recreation Park is also immediately adjacent, located just south of Anaheim Street.



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☆ DEVELOPMENT OPPORTUNITY

BRYANT SCHOOL
WILSON HIGH

CALIFORNIA HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the east end by the City of Lakewood, on the south by the City of Signal Hill, on the west by busy Long Beach Boulevard and on the north by Bixby Road, the California Heights neighborhood is predominantly a single-family district. Small 2- and 3-bedroom stucco homes constructed in the 1920's and 1930's have held up well.

The neighborhood is well maintained and property values are high. Duplexes can be found throughout these single-family areas and high density apartment complexes are located along the eastern end of Wardlow Road. Commercial activities are concentrated along the remainder of Wardlow Road, along Long Beach Boulevard and Atlantic and Cherry Avenues. Streets and lots are adequately sized and the area is considered to be stable. An important concern of California Heights residents is the noise from the nearby Long Beach Airport.

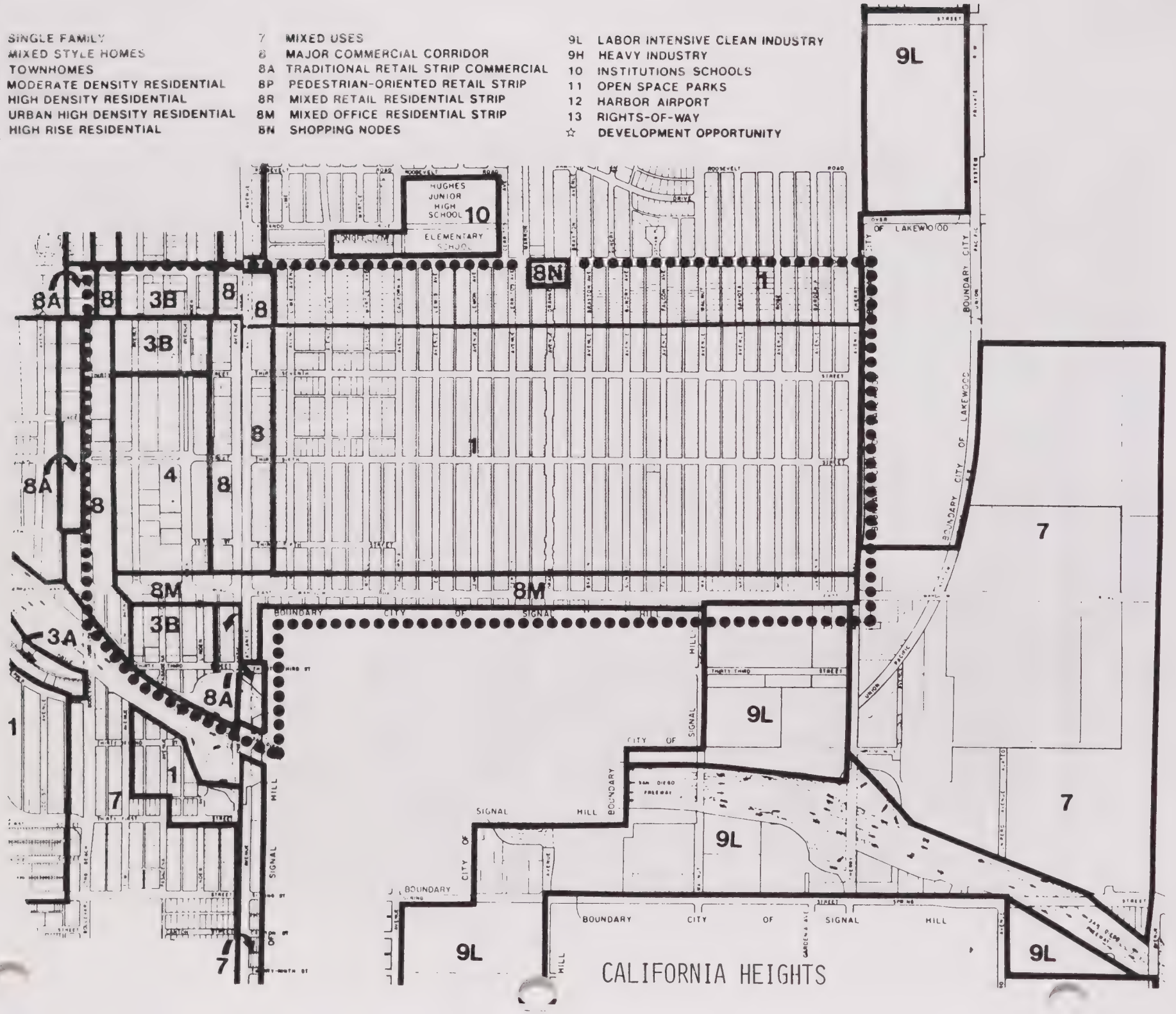
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Residential land uses should continue to be the dominant type of land use here. In fact, the predominant residential type should be single-family. Although an aging population here is being slowly replaced by younger families, household size has remained stable at 2.0 persons per household (between 1970 and 1980) and is well below the City average of 2.38 (1980 Census). Overcrowding is insignificant and it is recommended that this trend be reinforced by allowing only new low-density housing.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Developed in the 1920's and 1930's, small, Spanish Colonial, stucco houses contribute significantly to the unique character of California Heights. Where many other portions of the City with housing stock of this age tend to be deteriorated, this is not the case here. These quaint homes have architectural integrity and their contribution to the image of the City is very positive. Therefore, infill development must be required to reflect the style, scale, materials and textures of these homes. Design controls must be used to protect this neighborhood. Consideration should be given to an historic district designation.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. California Heights is well served by commercial and retail outlets. Educational opportunities are offered by Hughes Junior High School and Longfellow Elementary School which are directly north, just across Bixby Road. Both schools are adequately sized. Two to three blocks north is 3.4-acre Somerset Park. The level and provision of neighborhood services, facilities and amenities is relatively high and should be maintained.

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☆ DEVELOPMENT OPPORTUNITY



CENTRAL AREA

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Developed without specific zoning and finally zoned in 1924 to primarily C-4 (an extremely permissive zone), the Central Area now has an incongruous mix of uses. Major components of this neighborhood include housing of various types and densities, commercial retail strips, limited industrial uses, and a variety of institutions, including a college. Throughout, the neighborhood exhibits most of the standard characteristics of a relatively deteriorated area. Unemployment, crime and overcrowding are major problems. Poorly constructed housing, occupied by low-income renters, is not kept up by absentee owners. Many commercial uses are marginal and vacancy rates are high. A severe shortage of open recreation space exists. Ethnic variety characterizes the population.

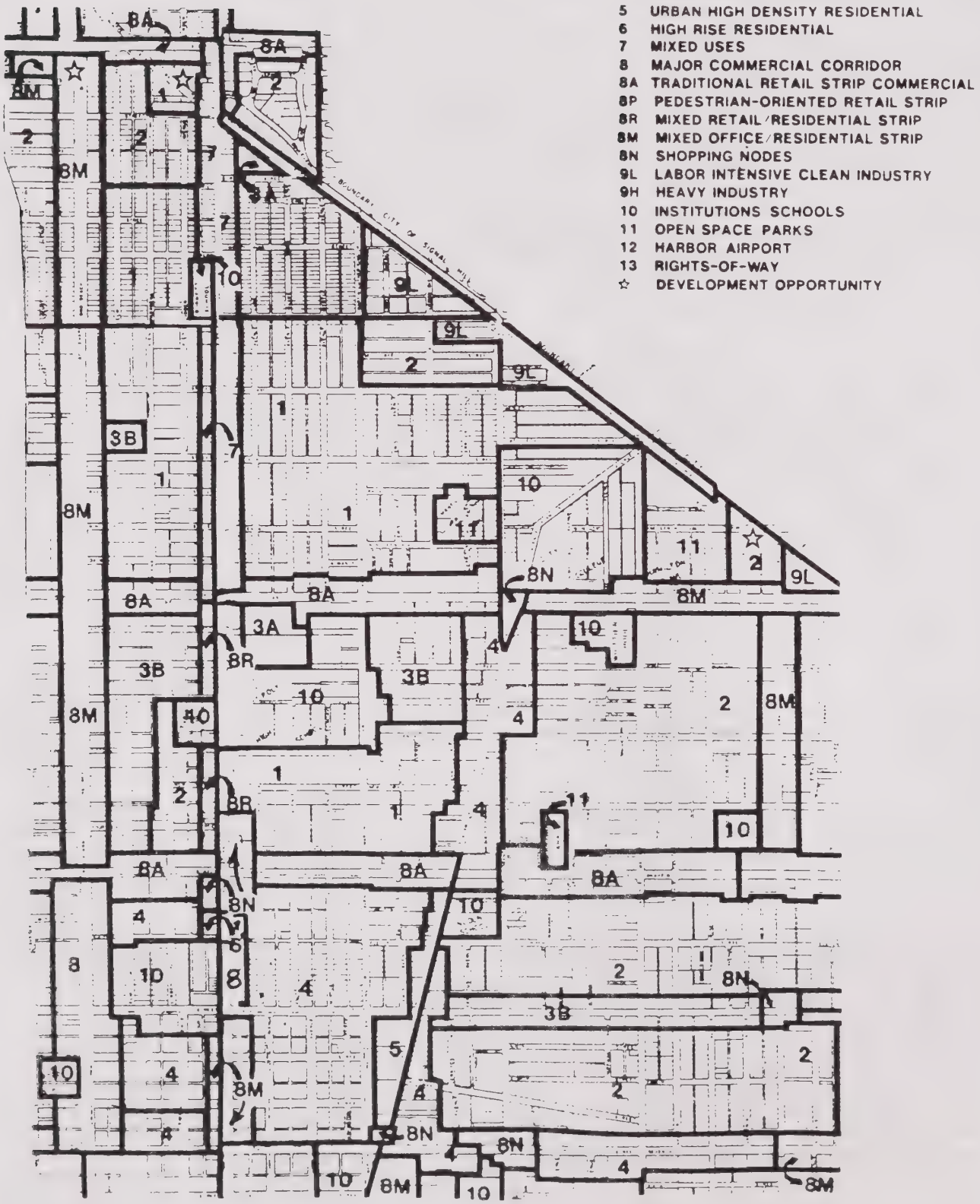
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Further encouragement of recycling to high density residential in this deteriorating area having low land values would exercerbate the existing land use and social problems. Therefore, primary land use in the area should remain low density residential. Increased home-ownership and gradual rehabilitation and rebuilding of low density housing, with new construction of townhomes in selected areas should be encouraged. Minor and major rehabilitation is needed for much of the housing stock. Viable commercial and limited industrial uses should remain. Marginal retail strips should be recycled to moderate density housing. Overcrowding should be eliminated. Those areas which are currently low density (primarily north of Pacific Coast Highway) should remain as such. Moderate density residential uses should be permitted on recycled arterial corridors and blighted block faces, using strict design controls. See the map for specific land use recommendations.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. New residential development should be of a building type which encourages owner-occupancy, specifically, single-family homes.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Enhancements are needed in the form of additional park and recreation space, school facilities and day care, and retail commercial uses, especially grocery stores. Cosmetic improvements in the public right-of-way are recommended in order to improve the appearance and image of the area.

DEVELOPMENT OPPORTUNITIES. The Central Area has a number of development opportunities. While some can be found through a higher general plan designation than the zoning permits, others are shown on the map as starred areas. These starred areas which require major recycling on a large scale include Smith Place and Leigh Court; the area south of 21st Street between Elm and Pasadena; the area to the alley south of 19th Street, north of the lots facing Pacific Coast Highway between Martin Luther King and Corinne Avenue; and the area north of the Pacific Electric Right-of-way, west of Atlantic and south of Willow. An appropriate future use could be large scale townhome compounds, or some commercial uses.



CENTRAL AREA

CHERRY MANOR

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood consists of two different areas. The area is bounded by Cherry Avenue on the west, the Union Pacific Railroad on the east, and has industrial developments to the north, east and south. The industrial uses and railroad form strong neighborhood edges on three sides. The Union Pacific Railroad along the easterly edge has a low volumne of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County, and near the harbor area have been creating strong pressures to greatly increase train traffic.

The area was identified for industrial use as early as the late 1920's. However, to help meet the critical housing demand during World War II, the area was developed in housing in the early 1940's. Residential uses were permitted in industrial zones at that time. Since then, in recognition of the existing residential development, the area was rezoned to residential.

The northerly 9.2 acre portion, LUD 1, is a small isolated area which has access by only two streets to Cherry Avenue. It was developed with 222 small one-story, two- and three-bedroom, stucco dwellings. The area is in fairly good condition and well maintained and offers affordable housing to lower middle class families. The neighborhood is relatively quiet and traffic-free. Noise and pollution problems associated with the industrial uses adjacent are somewhat of a concern, but a 1975 survey of residents in the area found that the majority of residents preferred that the City not consider acquisition to resolve problems caused by the industrial-residential interface.

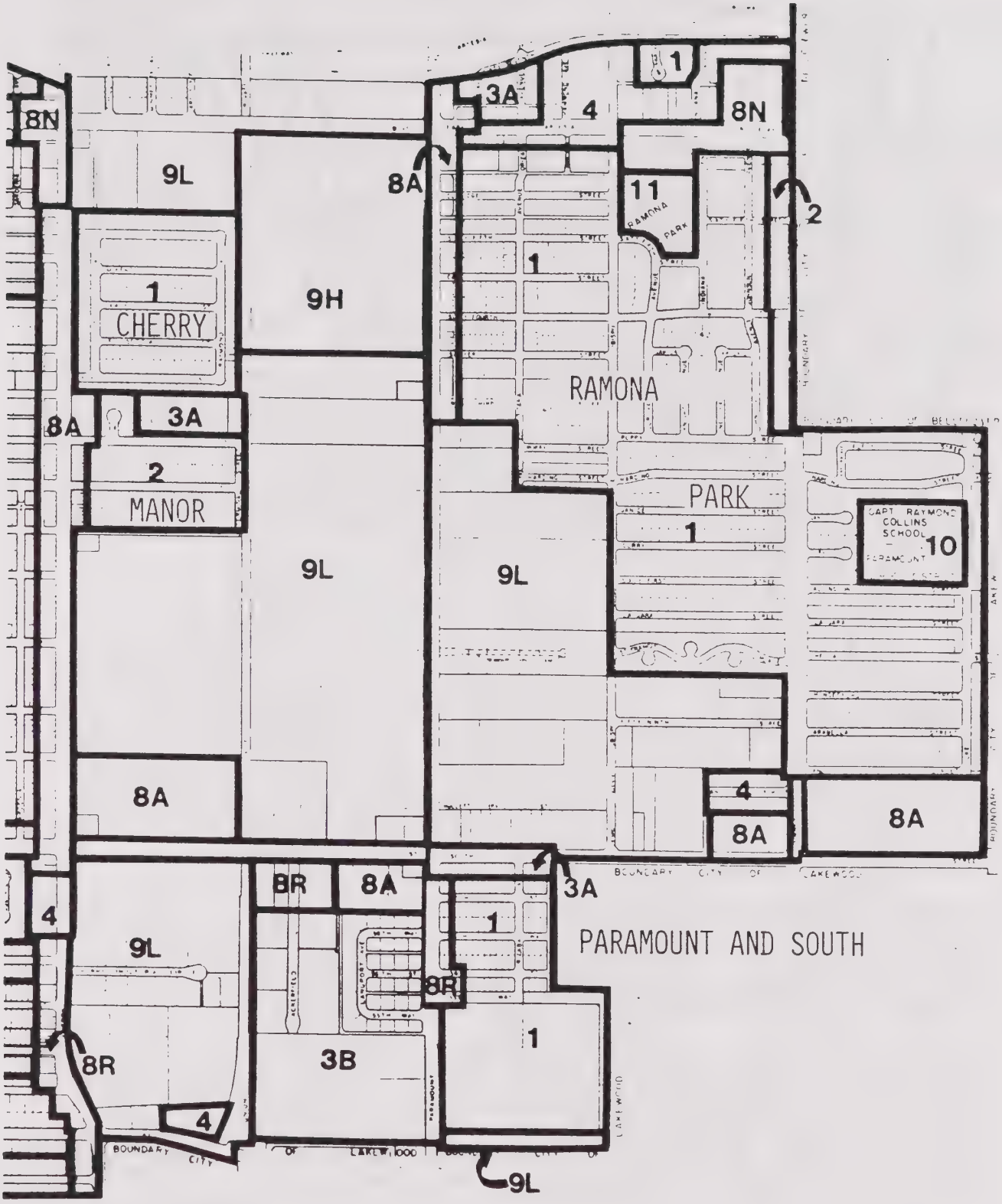
The southerly portion of Cherry Manor is a mixed use area consisting of low intensity multi-family dwellings on large deep lots, low density one and two family dwellings on 50-foot parcels consisting of two 25-foot lots, and commercial businesses on Cherry Avenue. This area has a predominance of poor property maintenance and visible storage. Part of the cluttered character is due to a wide range of housing styles and ages.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preserving and maintaining the single-family residences in the northerly portion of Cherry Manor is recommended. The southerly mixed use area should continue to allow infill and recycled development as indicated. A neighborhood improvement program, including painting, landscaping, property maintenance, and clean up of storage is needed. City code enforcement should be considered.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. No significant architectural styles are present in the area. Architectural conformance should only be mandatory with respect to scale.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The area is adequately served by neighborhood schools nearby. Grant Elementary School is only two to three blocks to the west, but the school route crosses Cherry Avenue, a major highway. The high school and junior high school are two and three miles from Cherry Manor. The area lacks convenient recreation space. The closest recreation is provided at Houghton Park, a 26 acre regional facility two miles to the west. The area's shopping and service needs are well provided for by the regional center one mile to the south at the intersection of Cherry Avenue and South Street.



PARAMOUNT AND SOUTH

1 SINGLE FAMILY
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☆ DEVELOPMENT OPPORTUNITY

CHERRY MANOR
PARAMOUNT AND SOUTH
RAMONA PARK

COLLEGE SQUARE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The area is delineated by Compton Junior College on the west, Long Beach Boulevard on the east, Artesia Boulevard on the south and the Edison towers along the Compton city limits to the north. Strong physical boundaries define the neighborhood.

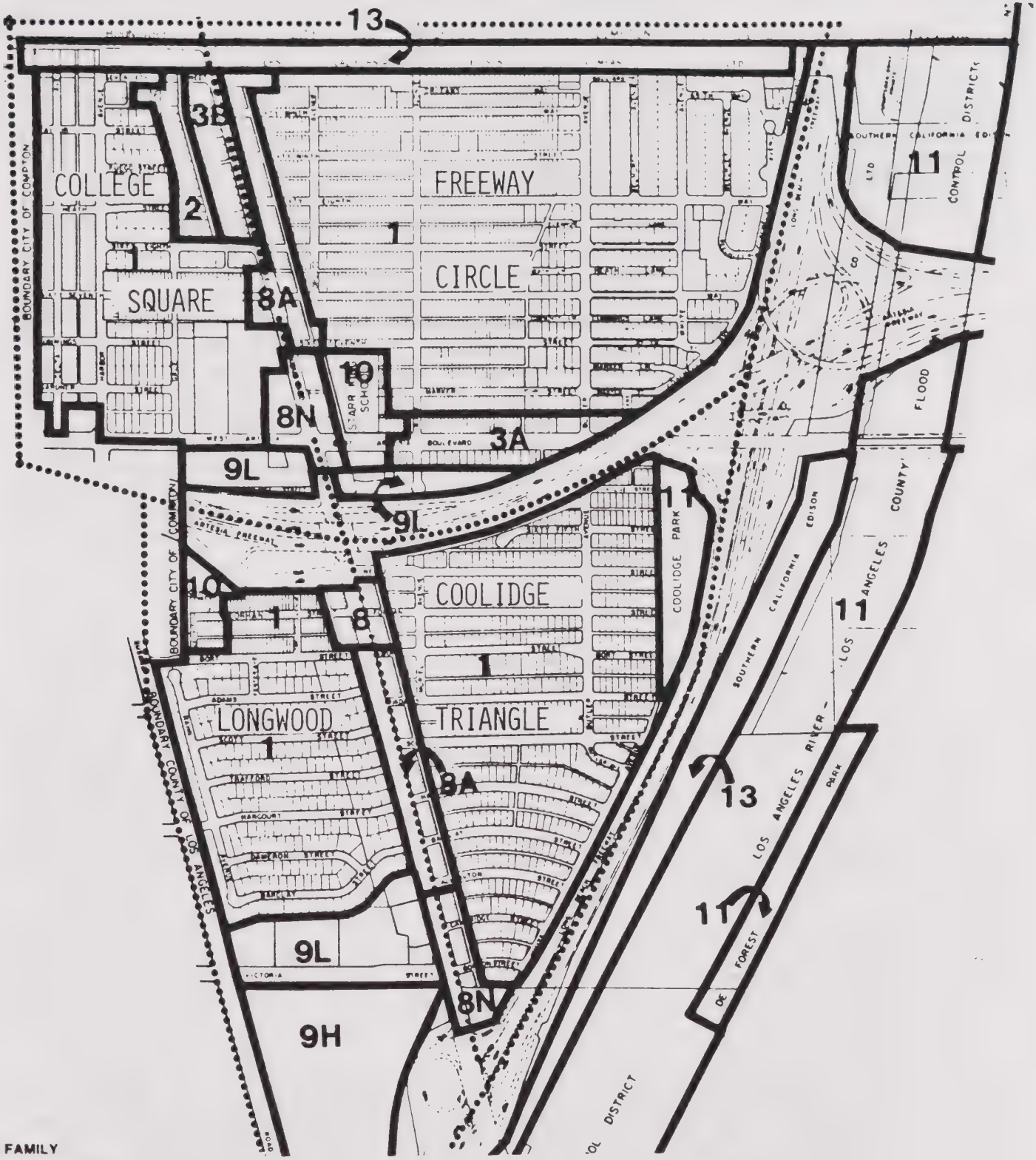
The College Square neighborhood is primarily a residential sector made up of a fairly strong core of single-family homes, some in disrepair. A mobile home park, located in the southwest corner of the area, forms a major neighborhood element. The real problems in the area are along Long Beach Boulevard, where deteriorated, overcrowded apartment buildings are generating tenant and crime problems. The alley behind Long Beach Boulevard between the problem apartments and the single-family homes is so dangerous that many garages of the single-family homes (which face it) are not used. A Federal Block Grant loan was approved in 1988 to combine apartments into larger family units to reduce the density and to upgrade the aesthetic quality and liveability of the apartments.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Boarded-up houses here should be restored to the market quickly. Single-family homes with some duplexes should continue to be preserved and rehabilitated where needed. Encouraging owner-occupied units should be a priority for this area. Over the long term, deteriorated apartment buildings along the Boulevard should be recycled to commercial uses or lower density residential uses. The alley behind Long Beach Boulevard should be cleaned up and the neighborhood organization should strengthen its monitoring efforts here. Adding an east-west alley where north-south streets dead end at the Edison Right-of-way is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Due to the mixed architectural character of the area, moderate conformance to the architectural styles and scales is recommended. However, restricting taller multi-family units along Long Beach Boulevard should be encouraged. Dwarfing single-family houses by locating oversized apartment buildings in close proximity is discouraged.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. No parks exist within the area. Park and recreational facilities are needed. The area lacks neighborhood retail stores and personal services. A grocery store of at least 5,000 - 10,000 square feet to serve the community is also recommended. The high and junior high schools are located approximately two miles to the east. Compton Junior College abuts the area on the west, and provides an unusual benefit.



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☆ DEVELOPMENT OPPORTUNITY

COLLEGE SQUARE
COOLIDGE TRIANGLE
FREEWAY CIRCLE
LONGWOOD

COOLIDGE TRIANGLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Located south of the Artesia Freeway, east of Long Beach Boulevard and west of the Long Beach Freeway, the Coolidge Triangle is well defined by these strong physical edges.

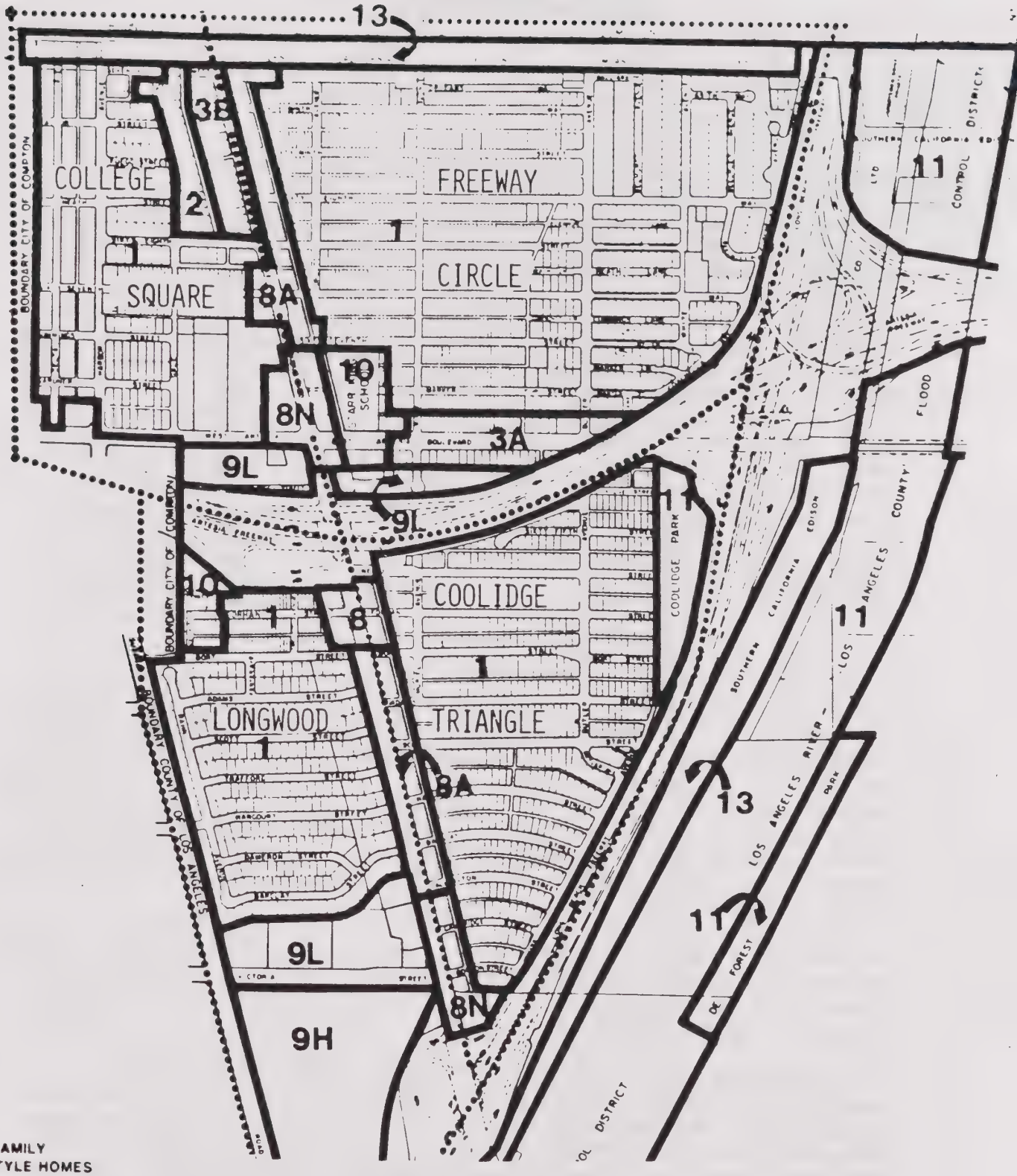
An area of single-family homes on attractive tree lined streets, the Coolidge neighborhood is in a stage of transition. Between 1970 and 1980 the Anglo population has been decreasing. Maintenance of the housing stock is fair to good, but owner-occupied housing percentages have been falling off. Home values have not only increased at a slower rate than the Citywide average, but are below the City average. The properties fronting on Long Beach Boulevard, the westerly boundary, are zoned for commercial use, but are underdeveloped. Currently the older motels, bars and service stations are of concern to the residents. The north and south ends of the boulevard provide desirable sites for freeway oriented businesses. Semi-truck traffic periodically cuts through the area to avoid congested freeways and arterials.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. No changes are proposed at this time from the current land uses in the Coolidge Triangle. The single-family homes in this neighborhood should be retained. Efforts to continue upgrading these structures should be sustained. As a neighborhood providing single-family home ownership opportunities to low and moderate income families, Coolidge Triangle owner-occupied housing percentages should be increased. This will help to alleviate pressures which tend to downgrade an area. Long Beach Boulevard is zoned for commercial but is planned for town-home development. There appears to be a weak commercial market due to the low population in the surrounding area. Low density townhome residential would upgrade the Boulevard and would interface well with the single-family neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is not considered very important to the Coolidge neighborhood. No significant housing styles exist in the area. However, it is recommended that future developments in the neighborhoods respect the overall low scale of the existing single-family housing.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The 6.8 acre Coolidge Park (located along the Long Beach Freeway) adequately serves the outdoor and recreational needs of the residents of Coolidge Triangle, except there is a problem with gang members who frequent the park. Curtailing the illicit activities of gangs through increased police patrols is recommended. Schools and neighborhood retail and commercial uses are not adequately provided, largely due to the physically constricted nature of this neighborhood. Providing more of these facilities here, or nearby, is recommended.



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☆ DEVELOPMENT OPPORTUNITY

COLLEGE SQUARE
COOLIDGE TRIANGLE
FREEWAY CIRCLE
LONGWOOD

DAIRY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Major traffic arteries form three of the area's boundaries: Long Beach Boulevard on the west, Atlantic Avenue on the east and Market Street on the south. The northerly boundary is an irregular line that follows the subdivision boundaries formed in the early 1920's, just east of Jaymills Avenue.

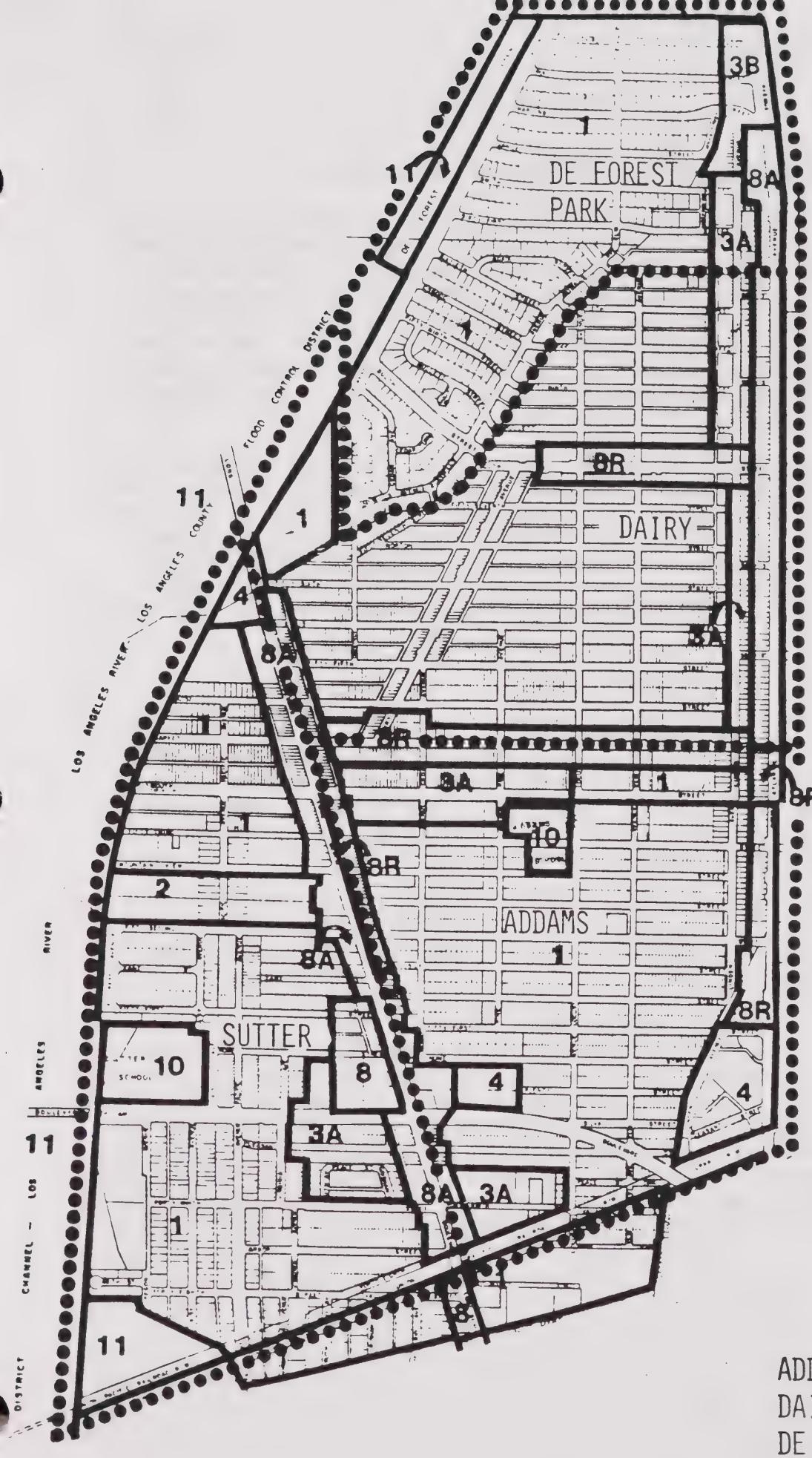
The Dairy neighborhood consists of older, mixed residential uses. The area is primarily developed with one and two family dwellings, most on merged 25' wide lots. Non-conforming multi-family developments, some as dense as 10-20 units on a single lot, are interspersed in the area along Market Street, 55th Street, South Street, Hullett Street, Daisy Avenue and Linden Avenue. Interior streets are mainly narrow, requiring one car to pull to the curb for two-way traffic. Some of the buildings need structural improvements and a few of the privately owned properties could use improved property maintenance. Several older structures need to be recycled altogether. Increasing crime and gang activity needs to be curtailed. Overnight parking of trucks, trailers and vans on streets is a neighborhood concern. East-west commuting traffic, using the neighborhood streets, is a major concern of residents.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining the largely low density residential character of the area is recommended. Overall enhancement of the older, low-density residential structures should be encouraged. Home ownership opportunities should be provided. Remaining 25' wide lots should be merged. Enforcement of property and building maintenance codes is also recommended. Restricting trailers and prohibiting parking of commercial truck trailers on residential streets should be implemented. Single-family and duplex units are encouraged. Existing R-3-4 areas should be reduced in density. Some higher density areas are permitted along the arterials and Linden Avenue (see map).

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Comprised of a mixture of architectural styles, architectural conformance here is considered unimportant. However, building types are overwhelmingly low scale, and this scale should be respected and maintained.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. No park or recreational facilities exist in Dairy. Additional day care facilities should be built, inasmuch as young families have been attracted to the area by modest housing costs and rents. Schools are generally adequate with nearby Jordan High School serving the senior high school needs and Lindbergh School serving the junior high school population. Addams Elementary School, located one block to the south, is crowded and may need to be expanded. Atlantic Avenue, a commercially developed street adjoining the area on the east, provides adequately for the immediate shopping needs of residents.



ADDAMS
DAIRY
DE FOREST PARK
SUTTER

DEFOREST PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Together, the Los Angeles River Flood Control Channel and DeForest Park (the neighborhood park located adjacent to the flood control channel), serve as a strong western edge to the DeForest Park neighborhood. The park is a major amenity to the area. The park contains small ballfields, tennis courts, recreation center and a nature trail that utilizes excess Los Angeles County Flood Control right-of-way. The northern and southern edges are defined by mobile home parks. The irregular eastern boundary occurs along Jaymills Avenue and then on the northeast by Atlantic Avenue where multiple-family housing delineates the DeForest Park neighborhood from the Dairy neighborhood.

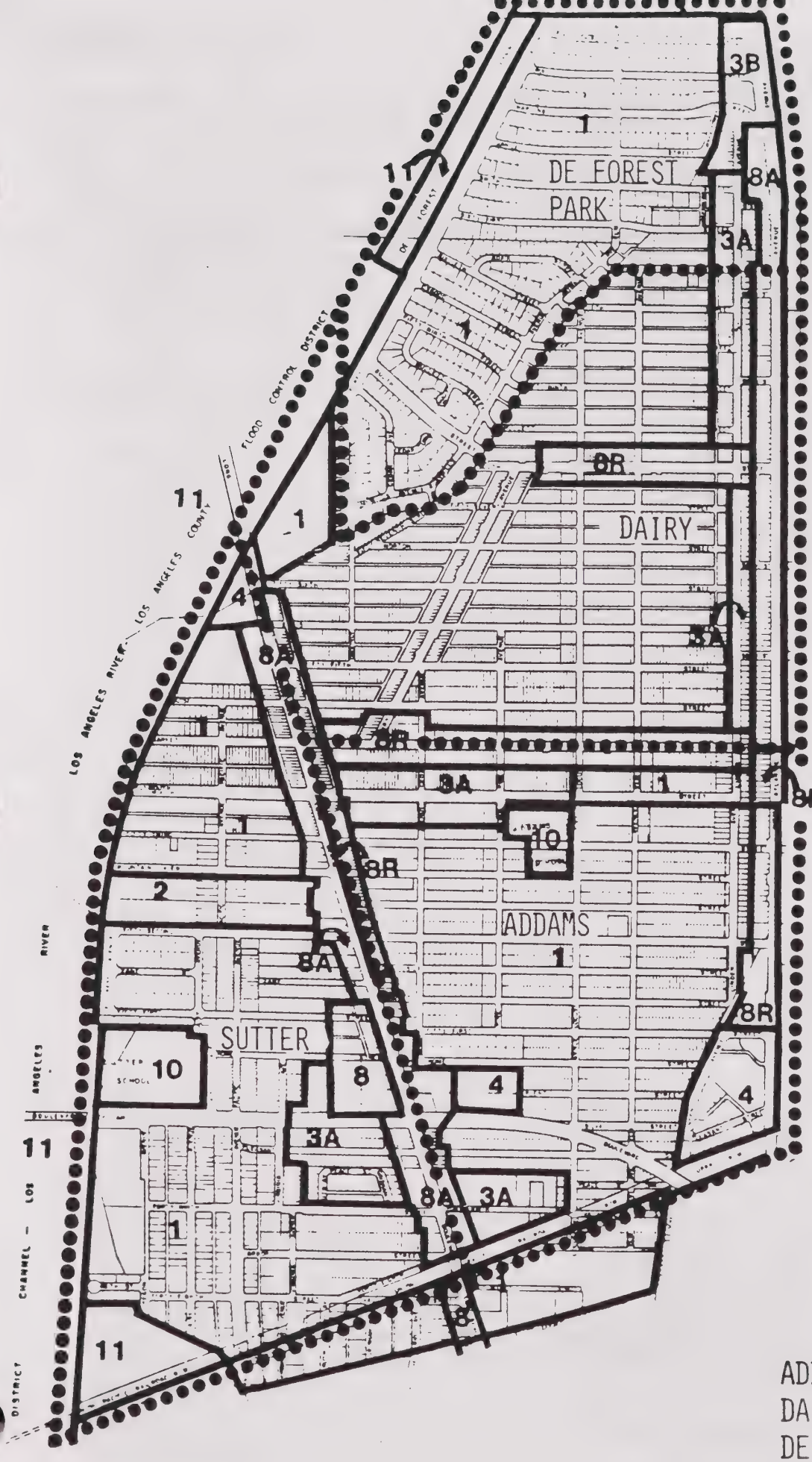
Other than the northeasterly portion, DeForest Park is zoned for and developed with small single-family homes. Nearly all are well maintained, one-story residences. Owner occupancy is equivalent to the City-wide average of 43% (1980 Census). Rents are above average but housing values are below the City-wide average. The total population of the neighborhood seems to be declining somewhat. Household sizes are decreasing and the most significant trend is a sharp increase in the senior population - from 13.8% in 1970 to 17.8% in 1980. The DeForest enclave is stable.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Other than the relatively small multi-family area to the northeast, this neighborhood has remained a purely single-family area with no intrusion of higher density uses. Maintenance of these properties is good and the area offers moderate income families the opportunity for single-family ownership in a stable neighborhood. Maintaining and preserving these single-family dwellings is recommended. No land use changes are proposed for this neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Constructed in the late 1940's, architectural uniqueness is considered insignificant in the DeForest Park neighborhood. However, respecting the one-story, small scale of existing housing units should be considered.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. A strong community organization exists within this neighborhood. It was this organization that landscaped the flood control channel and constructed a nature trail within it. Neighborhood park space is considered more than adequate. Schools are generally adequate, too, with nearby Jordan High School serving the senior high school needs and Lindbergh School serving the junior high school population. Addams Elementary School, located one-half mile to the south, is crowded and may need to be expanded. The area lacks nearby retail facilities. However, Atlantic Avenue businesses, abutting to the east, provide most goods and services needed by the community.



ADDAMS
DAIRY
DE FOREST PARK
SUTTER

EAST END

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Due to its homogeneity of housing style and type, and population profile, the entire East End has been grouped together as one large community. There are areas where physical land uses provide an edge, (i.e., the Long Beach Airport, California State University at Long Beach, El Dorado Park), but these do not provide a continuous edge.

The East End is primarily composed of one-story, single-family homes constructed during the 1940's and 1950's. Both the homes and yards are well maintained and generally the only problem areas are those located adjacent to the San Diego Freeway, the Los Cerritos Flood Control Channel and occasionally along the major streets. In general, this community is populated by middle class owner-occupants. Once affordable homes have recently experienced very rapid rise in housing prices, fueled by strong demand by young families for these single-family homes, and by real estate specualtion. Continued home modernization and expansion is expected. Commercial uses are located in nodes throughout the area and include several rather outdated shopping centers, grocery stores, a drive-in theater, and a large, new business park adjacent to the airport. Institutional uses include churches, parks, schools and hospitals. The Long Beach Airport is located adjacent to the residential community and many homes are affected by the noise of over-flying aircraft.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overwhelmingly single-family nature of residential development should be preserved and maintained. Likewise, viable commercial and institutional uses should remain. The commercial centers throughout the community are not yet a problem, but their outdated design and under-utilization suggests that in time rehabilitation or a change in land use may be required. Future re-use of the Tree Farm site should be sensitive to the adjacent Nature Center and residential areas.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The homogeneous nature of single-story, single-family housing in the East End is considered important for purposes of architectural compatibility and conformance. Also, respecting the 1940-50 styles and types of construction is mandatory. New infill developments must architecturally "fit" into the existing fabric.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The East End is adequately served by parks, schools and neighborhood retail. However, as mentioned above, commercial retail centers will probably need some remodeling and "face lifts" in the future; efforts to do so should be supported by the City.

DEVELOPMENT OPPORTUNITIES. The area starred on the map presents a major development opportunity for the East End. This approximate 40 acre parcel is assembled and under few ownerships. The economic viability of the existing drive-in theater has significantly declined during the past ten years. In the future, the entire parcel should recycle to a planned residential use with high amenities which encourage owner-occupancy, and designed to conform comfortably with the surrounding housing areas. The maximum density overall should not exceed 18 du/ac.



EAST END
RANCHO ESTATES

EASTSIDE AND CARROLL PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Carroll Park is an attractive, self-contained single-family neighborhood which lies within the greater Eastside community. Carroll Park itself is a designated historic district. The Eastside community lies between Junipero Avenue on the west to Redondo Avenue on the east, and from 10th Street on the north to Broadway on the south. Although these boundaries are somewhat ambiguous, they provide us with a necessary frame of reference and the areas within exhibit similar physical characteristics. Having a combination of low, middle and some higher residential densities, the overall texture is characterized by low density structures of five units or less. Older, architecturally attractive single-family homes and duplexes abound. However, there are some new apartment buildings located along 10th Street.

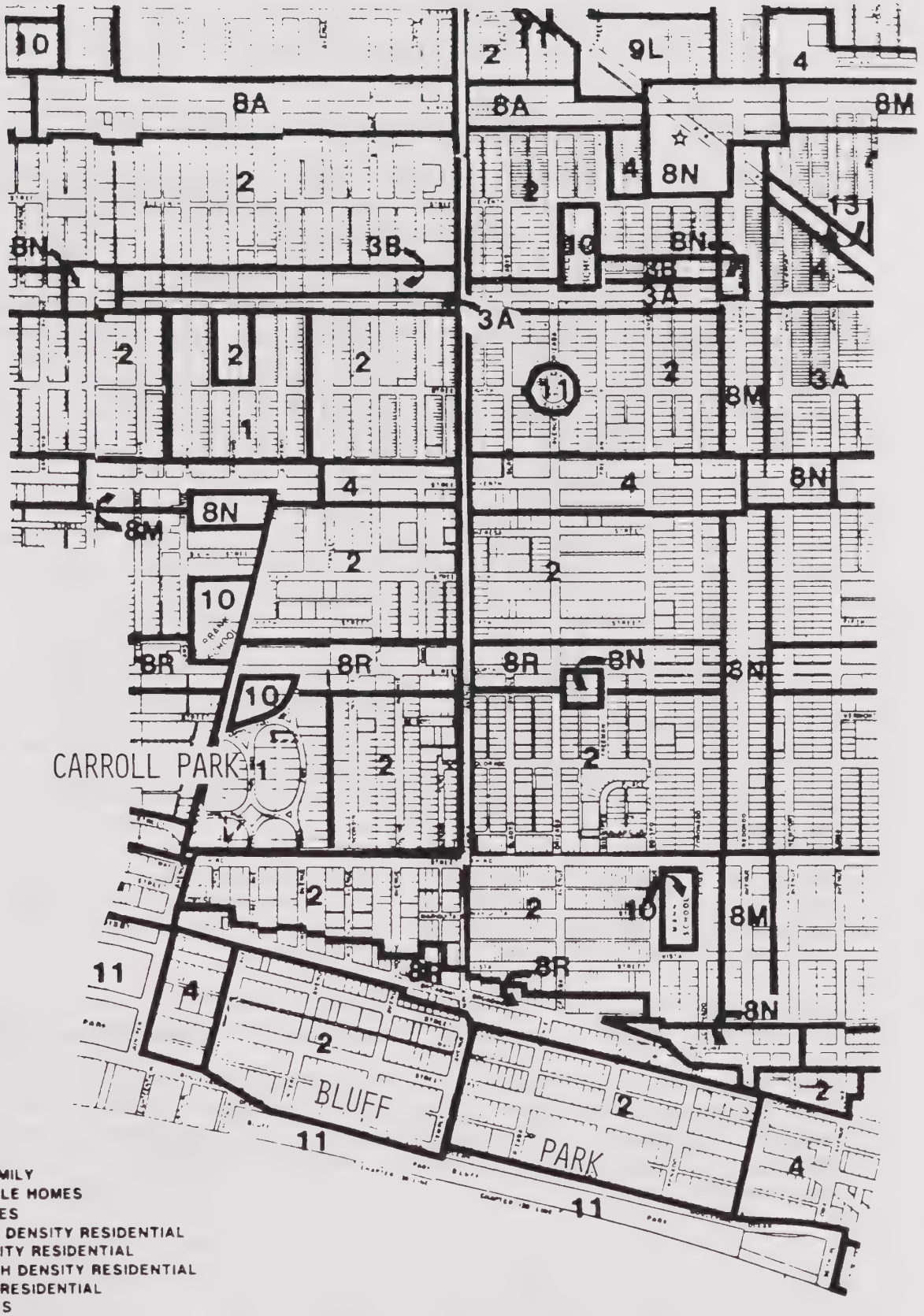
The area lying between Broadway and 7th Street was downzoned to R-2 in 1988, thereby strengthening the low density and low scale character. Neighborhood commercial uses located along 4th and 10th Streets serve the special ethnic populations. 7th Street hosts a variety of strong and marginal commercial businesses serving both the immediate neighborhood and the City at large. Junipero Avenue has scattered neighborhood commercial nodes, as does Broadway. Redondo Avenue is a viable marketplace of varied commercial, residential and office uses. Housing rehabilitation and recent downzonings have stabilized neighborhood change and have nurtured community pride in the process. This upwardly progressive trend is well established below 10th Street, but north of 10th Street the area is still in flux.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Any new development must conform with the existing density level to further stabilize the area. Maintaining the mix of commercial and residential uses is desirable. Recognizing and encouraging viable ethnically owned and operated businesses lends credence to this neighborhood's identity and "sense of place". Continuing the preservation of the California bungalow and other architecturally significant and affordable housing stock through rehabilitation is warranted. Maintaining low density single-family housing in Carroll Park should be considered mandatory. The remainder of the Eastside should support a mix of primarily low and some moderate density housing. Problems caused by adjoining but different land use types and intensities should be lessened by an insistence on proper design.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformity should be considered mandatory for all aspects including scale, color, texture and style of building in the Carroll Park neighborhood. These will be implemented by the Cultural Heritage Commission. Elsewhere in the Eastside, conformance should be stressed with regards to scale of development, protection of views, sunlight, privacy and compatibility with California bungalow and Mediterranean architectural style.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The Carroll Park and Eastside neighborhoods are adequately served by park and recreation open space due to their proximity to Bixby Park, Bluff Park and the ocean beaches. Neighborhood retail and commercial businesses are abundant. In addition, Mann and Willard Elementary Schools are located within the neighborhood boundaries; with Burbank and Freemont Elementary Schools and Jefferson Junior High School located just outside the boundaries.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
5 URBAN HIGH DENSITY RESIDENTIAL
6 HIGH RISE RESIDENTIAL
7 MIXED USES
8 MAJOR COMMERCIAL CORRIDOR
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9H HEAVY INDUSTRY
10 INSTITUTIONS SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

BLUFF PARK
CARROLL PARK
EASTSIDE

EAST VILLAGE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Residential uses are primarily older, high density structures. The area lacks a sense of identity. Owner occupancy is very low and the neighborhood is in a state of transition from lower to higher densities.

Currently, downtown and neighborhood retail and service uses are mixed together with storefront offices in a haphazard, scattered fashion, diluting the structure of the neighborhood and competing with more appropriate locations for these uses in the Central Business District. This area is designated in the Downtown Urban Design Plan as a major source of urban style housing for future employees of downtown businesses. It could provide housing for some of the needs generated by St. Mary Medical Center.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The policy for the East Village area is one of rehabilitation and recycling to create a timely urban village within the Greater Downtown Area. Such a village has the following characteristics:

- dense housing
- services within walking distance
- strong employment linkage to downtown and to St. Mary's
- young professionals, retired elderly, singles and childless couples as residents.

A new image for the area is needed. Careful infill of both smaller scale and larger scale developments must occur. Intensified code enforcement, neighborhood watch and police patrolling are recommended. New residential development should be encouraged. The East Village should be a place where residents can walk to shopping, public transit and downtown employment centers and attractions. Residential development should feature a mix of housing types to serve a variety of economic segments, and to house an eventual population of 10,000-15,000 people. Densities overall should be moderate to high, and moderate to upscale housing, attractive to urban professionals, should be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. This area is controlled by the Downtown Planned Development Ordinance and Downtown Design Guidelines.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The neighborhood lacks a centralized commercial focus. No parks or recreational facilities exist within and the area. Expansion of the cramped Stevenson School site would provide increased open space for school students and for the residential community. Day care should be encouraged.



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☆ DEVELOPMENT OPPORTUNITY

EAST VILLAGE

EL DORADO PARK ESTATES AND THE LAKES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Located on the far eastern end of the City, the San Gabriel River Freeway forms a strong edge on the western side of this community while Norwalk Boulevard serves as the eastern boundary. The City of Hawaiian Gardens lies to the north, and the City of Los Alamitos lies to the south.

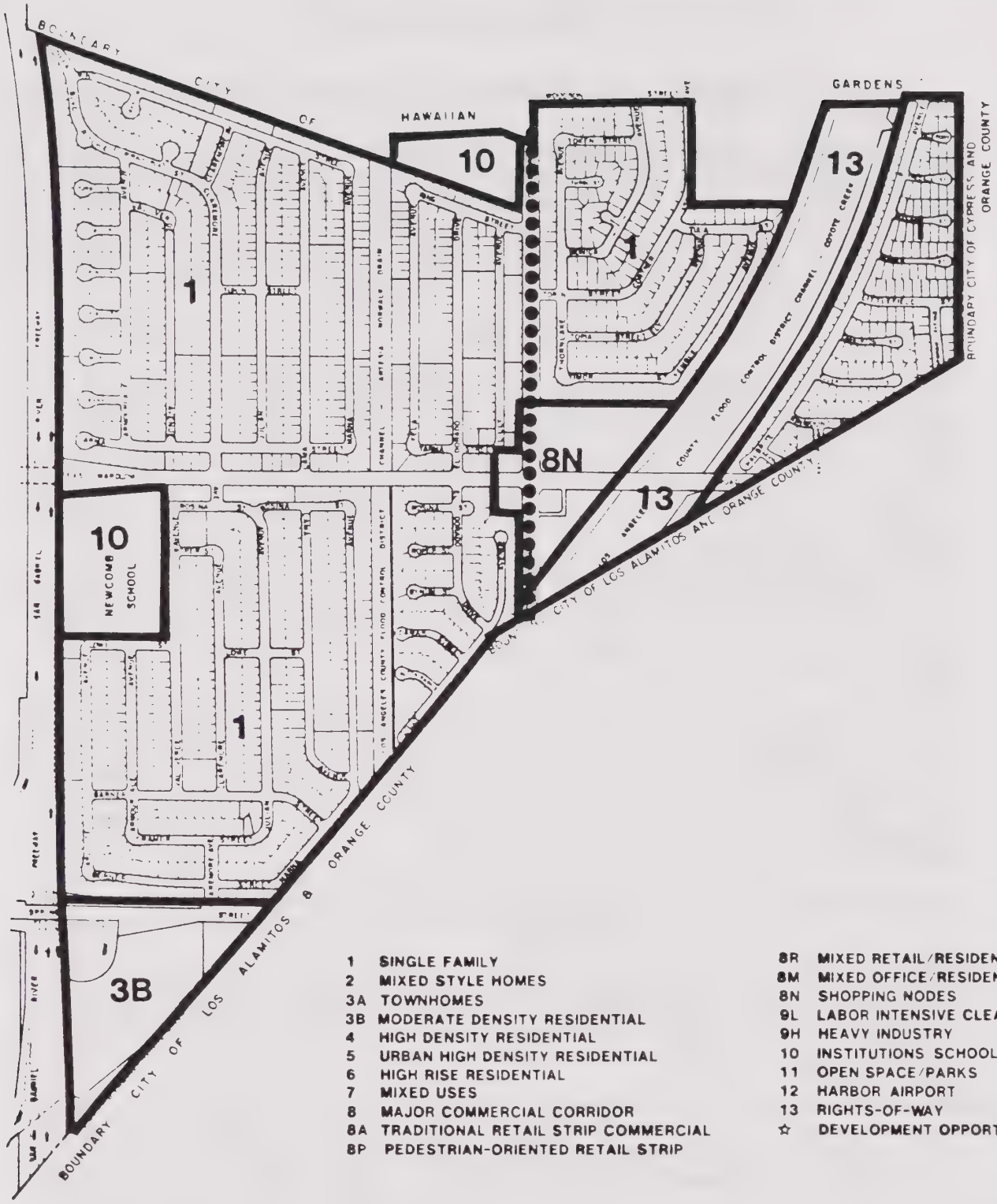
El Dorado Park Estates is zoned for and developed entirely with single-family homes, with the exception of Newcomb Elementary School. The Lakes, a separate area south of Spring Street, is developed entirely with condominiums. In 1980 there were 1,364 units in El Dorado Park Estates and 261 units in the Lakes. Homes, one and two stories in height, are occupied by upper income families. Many of the condominium units are studios and one bedroom, occupied primarily by couples and singles. Property values are high and property maintenance is excellent.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The El Dorado Park Estates and The Lakes neighborhoods provide single-family and multi-family home ownership opportunities for affluent families and singles, and in doing so provide a valuable service to the City. These homes and condominiums should be preserved and maintained.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. All future development should conform to the low profile scale of the existing buildings.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. A shopping center with super market is located nearby, and other retail services are in nearby cities. Newcomb Elementary School is well sited and serves the area sufficiently. Also, just across the San Gabriel River Channel, generously sized El Dorado Regional Park offers a multitude of recreational facilities.



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13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

IMPERIAL ESTATES (RIGHT)
EL DORADO PARK ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This is primarily a residential neighborhood where massive recycling has replaced many single-family homes with 8-and 10-unit apartment buildings. However, the single-family homes which have remained are in good condition. The western half of the area is in a blighted condition and is adversely influenced by current uses along Alamitos Avenue. Traffic, parking and a lack of amenable streetscapes contribute to a negative visual image from Orange Avenue west to Alamitos.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should remain largely residential in character. For the area west of Orange Avenue, deteriorated conditions suggest a policy of rehabilitation and spot recycling, especially in commercial corridors where some recycling is already occurring. 4th Street should be composed of primarily moderate density residential uses with ground floor pedestrian-oriented retail. 7th Street should be composed of moderate to high density residential, with retail nodes in selected locations. Additional street and alley widening requirements should be explored, especially along Walnut Avenue. Creating a preferential parking district should also be a consideration. The area was recently rezoned from high density to low density. Some moderate and high density should be allowed along major arterials which can best accommodate population growth, i.e., along 4th and 7th Streets, and Alamitos Avenue.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. With the recent glut in apartment construction, much of the older housing stock here has been replaced. Hence, architectural conformance is an impossible objective. However, with redevelopment of moderate and high density housing along major arterial corridors (as suggested above), designs should promote a balanced and harmonious streetscape.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Condominium conversion of the 8-and 10-unit infill apartment units should be discouraged, as the creation of multiple owners, who in turn are likely to rent out their units, will eliminate present single owner accountability for property maintenance. Park and recreation facilities and street trees should be added, and daycare facilities provided. Expansion of the property maintenance ordinance to include commercial and industrial properties should be considered.

BIXBY PARK AND OCEAN BOULEVARD

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Bixby Park neighborhood is located between Ocean Boulevard and 3rd Street, Alamitos and Junipero Avenues. The Ocean Boulevard neighborhood is located between the bluff and Ocean Boulevard, and Alamitos and Junipero Avenues.

Bixby Park is primarily developed with multi-family housing but has a limited number of single-family homes scattered throughout. The Ocean Boulevard neighborhood consists of low, medium and high rise residential buildings, including the cultural landmark of Villa Riviera. Viable commercial businesses are located along Broadway and Alamitos Avenues. The area is heavily populated by renters, with a large percentage of elderly. The units are well maintained and the location of these neighborhoods close to the ocean offers special amenities to the residents. However, parking is a problem with a shortage of off-street (due to older buildings built without parking) and on-street parking.

SUMMARY OF NEIGHBORHOOD POLICIES

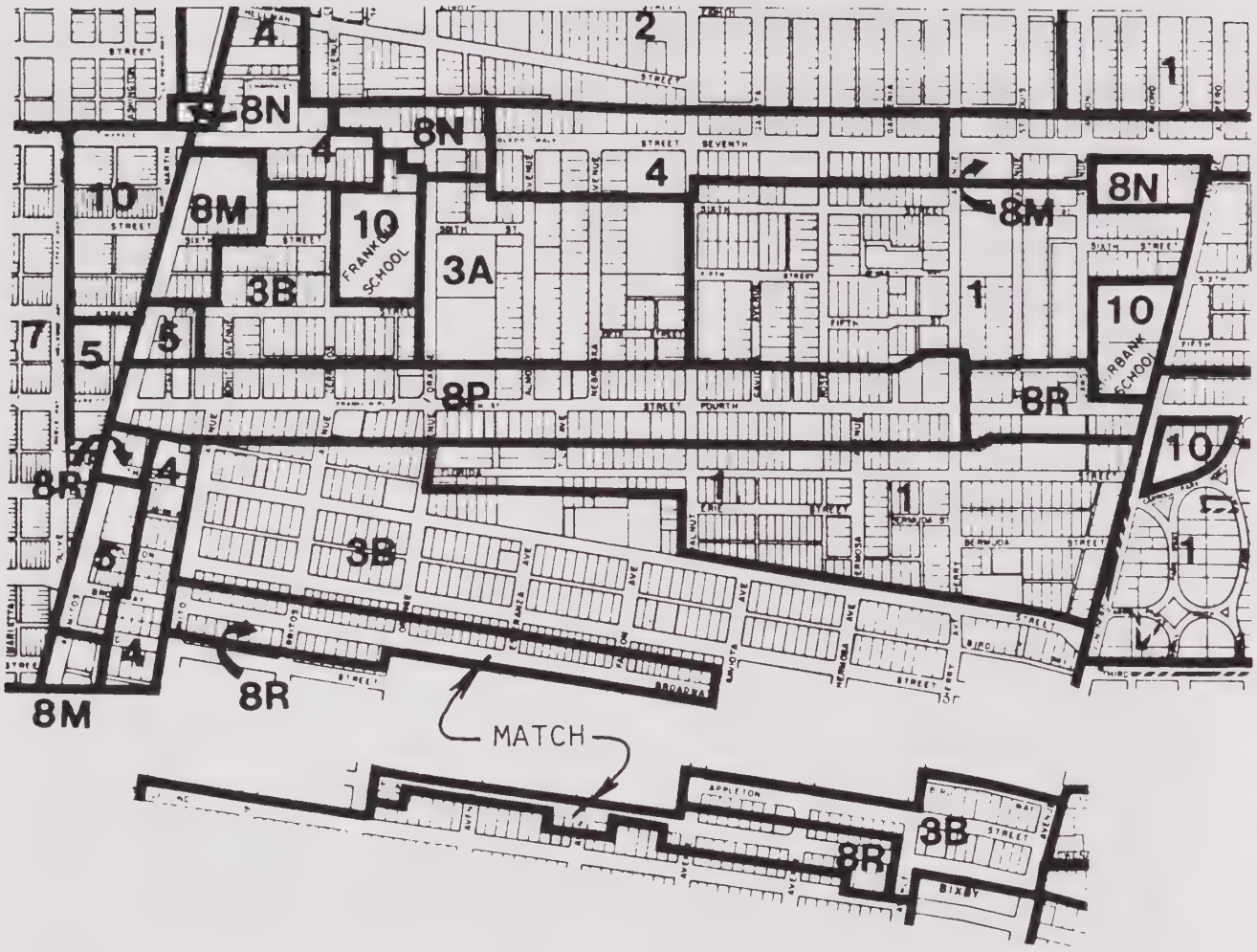
LAND USE. Although multi-family structures dominate the land use in Bixby Park, the recent neighborhood thrust to downzone this neighborhood has resulted in a zoning classification that bears little relationship to the present land use.

In the Ocean Boulevard neighborhood a Planned Development Plan was written for this area incorporating the policies of the California Coastal Act and the Long Beach Local Coastal Plan. A special incentive provision was provided to encourage lot assembly for the construction of high rise development on the south side of Ocean Boulevard. The incentive provides for higher density and greater height in exchange for greater visibility of the ocean, greater on-site open space and greater contributions to access to the beach by public right-of-way improvements. The plan intends for the area to remain multi-family residential with the following exceptions: that the existing motel sites be retained in motel use, and that retail and service commercial uses be permitted in residential buildings as accessory uses. No changes to the Local Coastal Program are proposed by this Plan.

The Bixby Park neighborhood should maintain the existing density, and should be rezoned to that density to encourage continued maintenance and reinvestment in existing structures. The Ocean Boulevard neighborhood should be primarily high density.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recently adopted design standards for multiple-family developments must be adhered to in these zones. In the Planned Development zone along the coast, higher density high rises must adhere to specific standards outlined in this Plan which preserve views of the ocean and provide public access to the beach.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Both the Bixby Park and Ocean Boulevard neighborhoods offer a high amenity lifestyle primarily associated with their location near the Pacific Ocean. Bixby Park itself serves both communities well. Also, commercial neighborhood-retail services are generously supplied. Nearby Elementary School services are lacking.

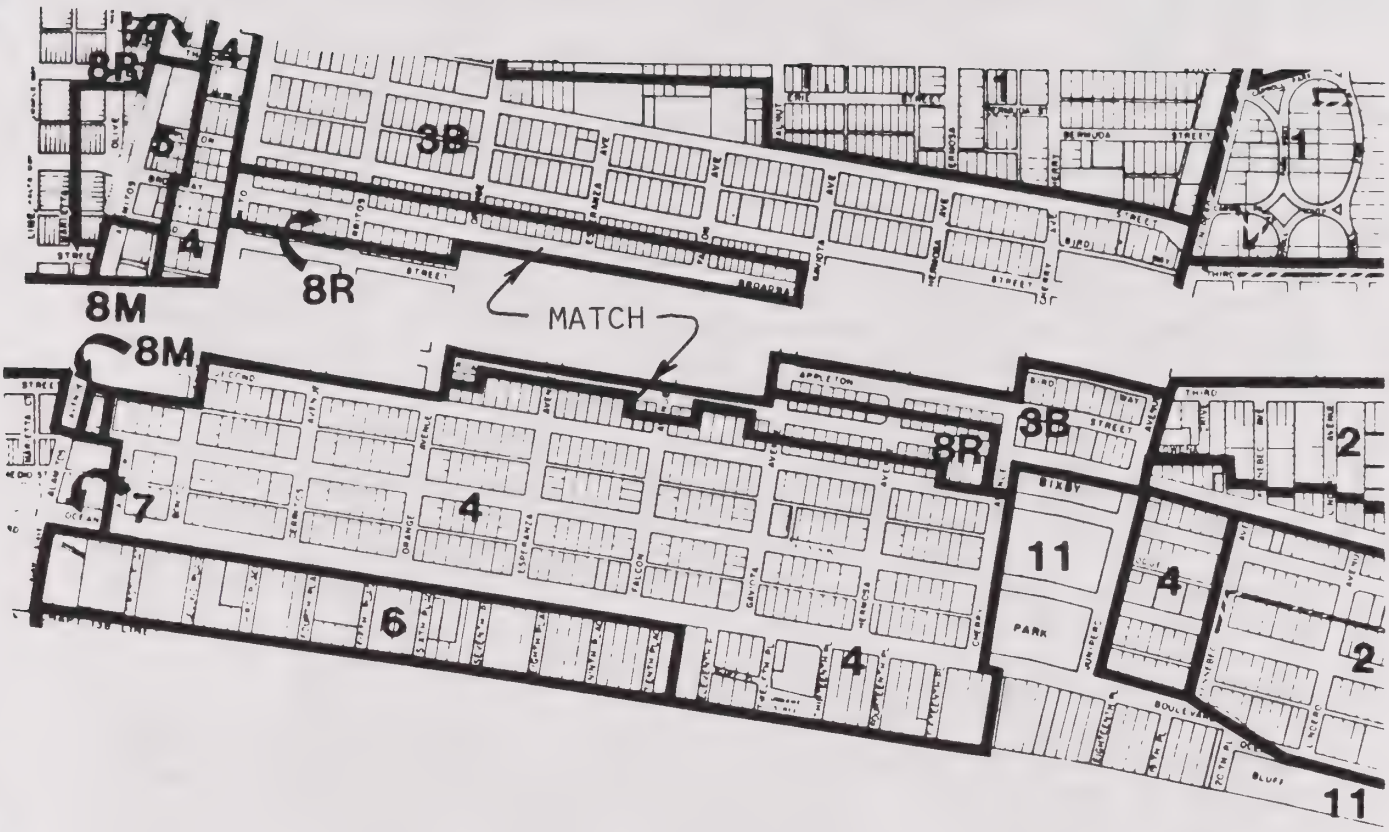


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13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

FRANKLIN SCHOOL



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
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☆ DEVELOPMENT OPPORTUNITY

BIXBY PARK / OCEAN BOULEVARD

FREEWAY CIRCLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Cut off from the rest of the City by strong physical barriers, the Long Beach Freeway, the Artesia Freeway, Long Beach Boulevard and the Edison tower lines, the Freeway Circle area seems to be moving toward a major decline. Poor property maintenance, a high absentee ownership, gang activity, and overcrowding are major disruptive forces.

The neighborhood consists of a core of single-family homes with a few isolated apartment buildings and duplexes scattered throughout, and two corridors of apartments along Artesia and Long Beach Boulevards. Substandard street and alley widths and small lots, some developed with narrow two-story single-family homes, contribute to congestion problems and social disharmony.

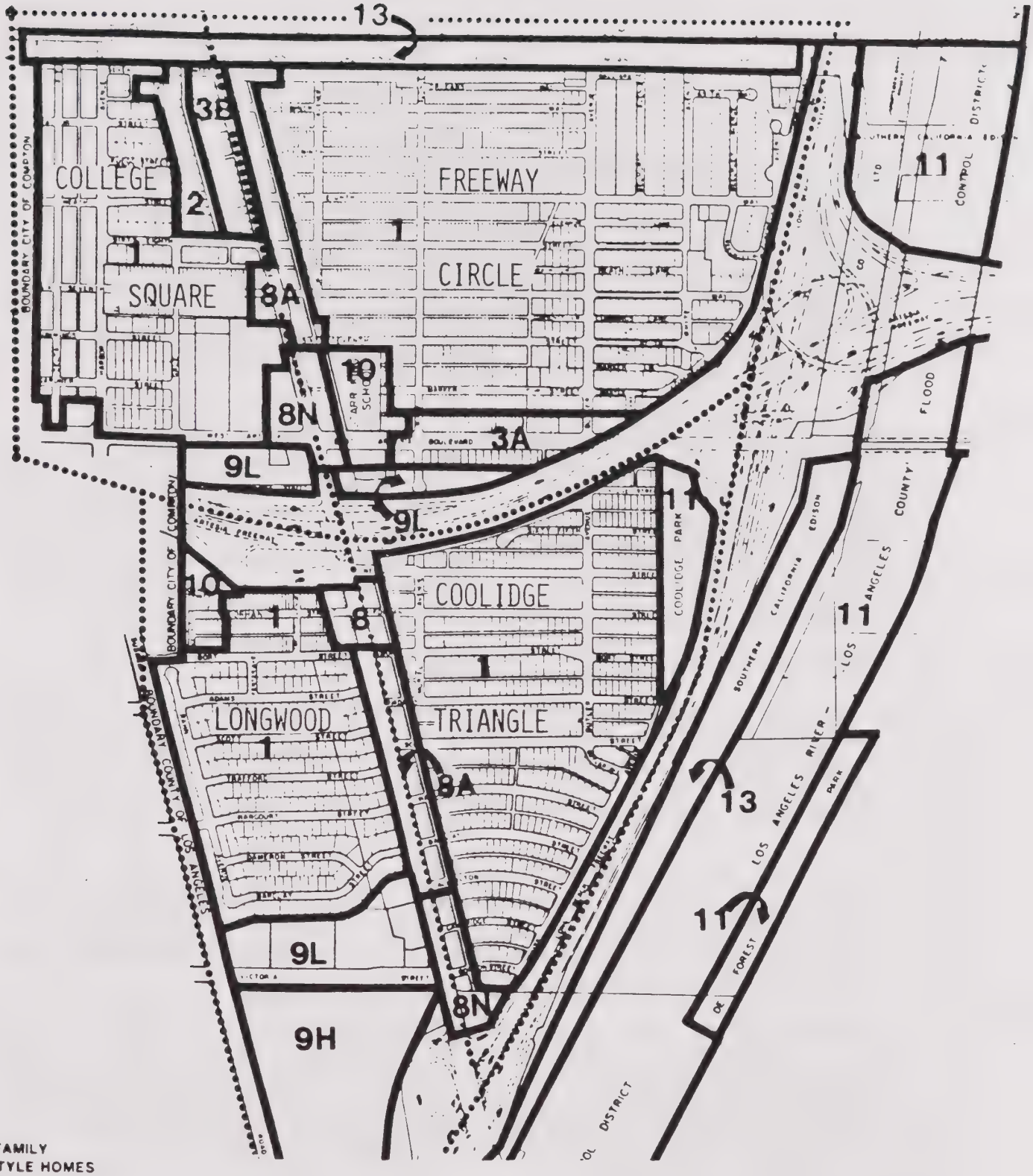
Most of the small 25-foot wide lots have been combined to form 50-foot wide properties, but a single deteriorated house, when removed, is replaced with two, two-story dwellings. This trend could, over the long term, greatly increase the density. The LUD1 reflects the previous community rezoning of the area from multi-family and duplex zoning to single-family, and the policy to stabilize and protect the low-density character of the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining predominantly residential uses is recommended. Rehabilitation of degraded parcels and recycling of apartments along Long Beach Boulevard to less intense residential or commercial uses is suggested. Adjacent 25-foot wide lots, when combined into a 50-foot development, should be permanently merged into a single property by City ordinance. Property maintenance, building code enforcement, neighborhood watch and police patrol activities should be strengthened. There should be a coordinated effort on behalf of the cities of Long Beach and Compton, and Los Angeles County, to upgrade the greater area.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The area comprises a mixture of housing styles. Architectural style is not important in Freeway Circle. However, the low density one and two-story characters of the area should be preserved.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Parks and/or recreational facilities are needed. Nearby, day care and social service opportunities should also be provided to the community. Starr King Elementary school may need to be expanded and improved. The high and junior high schools are located outside the area one to two miles to the east. Compton Junior College is located three blocks to the west and provides an unusual benefit to the area. The area lacks neighborhood retail stores and personal services; a super market is especially needed.



1 SINGLE FAMILY
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☆ DEVELOPMENT OPPORTUNITY

COLLEGE SQUARE
COOLIDGE TRIANGLE
FREEWAY CIRCLE
LONGWOOD

HAMILTON

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood forms the northernmost City limits boundary. On the west is Los Angeles County River Flood Control Channel which contains regional bicycle and equestrian trails. Properties that back up to the river are zoned for and developed with horse stables. The southerly boundary is formed by the Southern California Edison Tower Line right-of-way, which is used for tree and truck farming. On the east, the boundary is formed by a City of Paramount residential area and the 34-acre Edison Company power station.

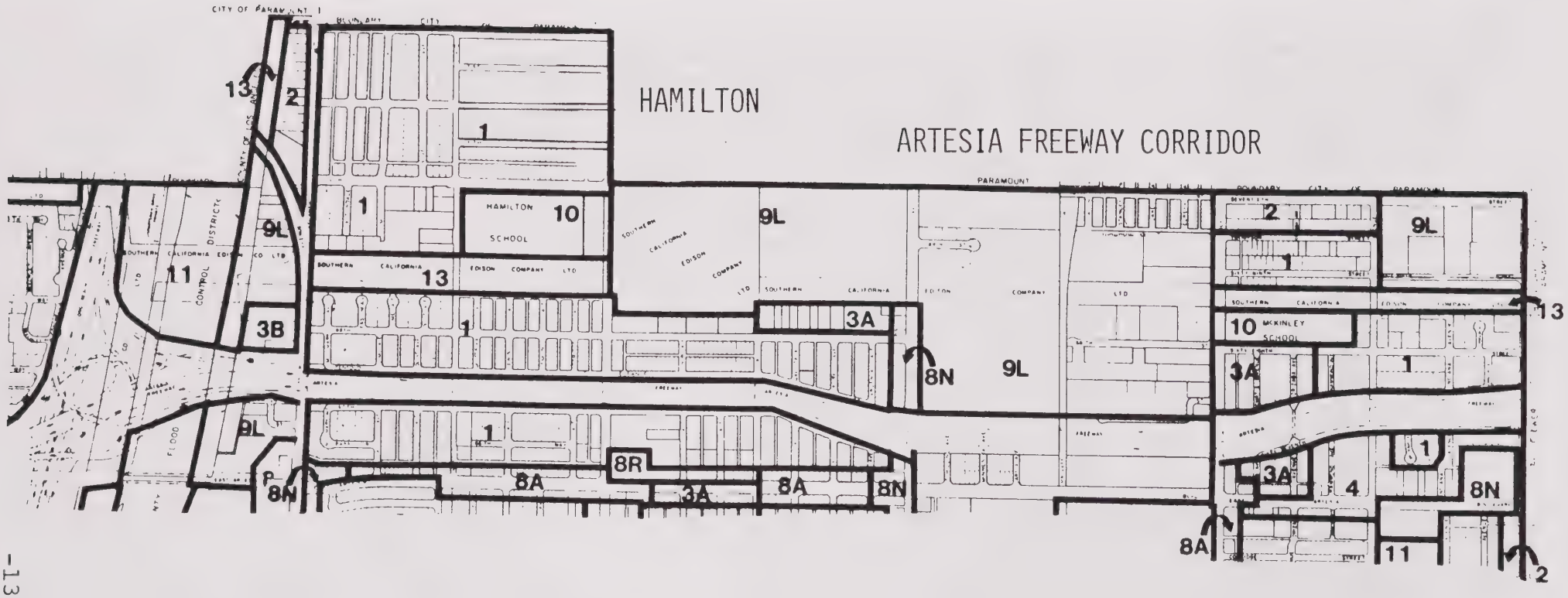
This neighborhood consists of single-family homes, duplexes, a handfull of apartment buildings, three horse overlay zoned sections (two duplex, one industrial), a junior high school and a church. The predominant land use is single-family homes which were constructed in 1940 and are in fairly good condition. Some of these properties are in need of maintenance, but overall Hamilton is a stabilized area. The residential horse properties, mostly located along Atlantic Place and Myrtle Avenue, are poorly maintained. They have no curbs, gutters or sidewalks, which lends a rural character to the properties. Although not designated as such, Atlantic Place, on the west, is used as a truck route.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Cleaning up the visual appearance of the Hamilton area is necessary. The quality of the area could be greatly improved by a neighborhood improvement program consisting of painting, landscaping, minor property maintenance and removal of visible storage. In some cases code enforcement should be used. Stronger neighborhood pride is needed; efforts to create and nourish such will be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The majority of the homes appear to have been built during the 1940's and show some consistency in their architectural style. Architectural conformance is perceived as being of only moderate importance in the Hamilton neighborhood. The low density, single-family character of the area should be preserved.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Hamilton School serves as a neighborhood center. Enhancing community cohesion and expanding recreational opportunities are important. An investigation into leasing remaining open space under the Edison towers for recreation purposes should be conducted, especially near Hamilton Junior High. Opportunities for locating a major grocery market in the Hamilton vicinity should be explored.



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☆ DEVELOPMENT OPPORTUNITY

ARTESIA FREEWAY CORRIDOR
HAMILTON

IMPERIAL ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on three sides by three separate jurisdictions, the cities of Cypress Gardens, Hawaiian Gardens and Los Alamitos, Imperial Estates is isolated from the rest of the City and lacks a clear Long Beach identity. The community is also divided by the Coyote Creek Flood Control Channel. Houses located to the east of this channel are positively influenced by the neighboring community in Cypress, but houses located to the west of the channel are in need of increased property maintenance and repairs. Nearby El Dorado Regional Park affords many recreational opportunities to this neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining the single-family, low density, residential character of this neighborhood is recommended. Upgrading the homes to the west of Coyote Creek is necessary. Code enforcement and increased police surveillance are suggested. Coordinating planning and improvement efforts on behalf of all four cities involved in this area is advised. A policy of preserving homes on the east side of Coyote Creek is recommended. Upgrading of commercial uses along Norwalk Boulevard is recommended as well. Low density, single-family homes should continue to be the predominant use. No changes are being recommended at this time.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance respecting the small, low scale of the area is recommended.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. School and retail opportunities are similar to those listed in El Dorado Park Estates.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
5 URBAN HIGH DENSITY RESIDENTIAL
6 HIGH RISE RESIDENTIAL
7 MIXED USES
8 MAJOR COMMERCIAL CORRIDOR
8A TRADITIONAL RETAIL STRIP COMMERCIAL
8P PEDESTRIAN-ORIENTED RETAIL STRIP
8R MIXED RETAIL/RESIDENTIAL STRIP
8M MIXED OFFICE/RESIDENTIAL STRIP
8N SHOPPING NODES
9L LABOR INTENSIVE CLEAN INDUSTRY
9H HEAVY INDUSTRY
10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

IMPERIAL ESTATES (RIGHT)
EL DORADO PARK ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the north by the Artesia Freeway, on the south by South Street, on the east by Cherry Avenue, and on the west by Atlantic Avenue and the Los Angeles River, this neighborhood is fully developed predominately with single-family homes. Generally, the area is zoned for single-family and duplex uses with limited higher density along the arterial streets. A major mobile home park exists west of Linden Avenue. Property maintenance of the low density residential areas, including the mobile home park, is generally good. However, along Artesia Boulevard, and between Artesia Boulevard and the freeway, maintenance varies and is generally reduced. This is due, in part, to the reduced economic market along the Boulevard and the influence of the adjacent freeway.

SUMMARY OF NEIGHBORHOOD POLICIES

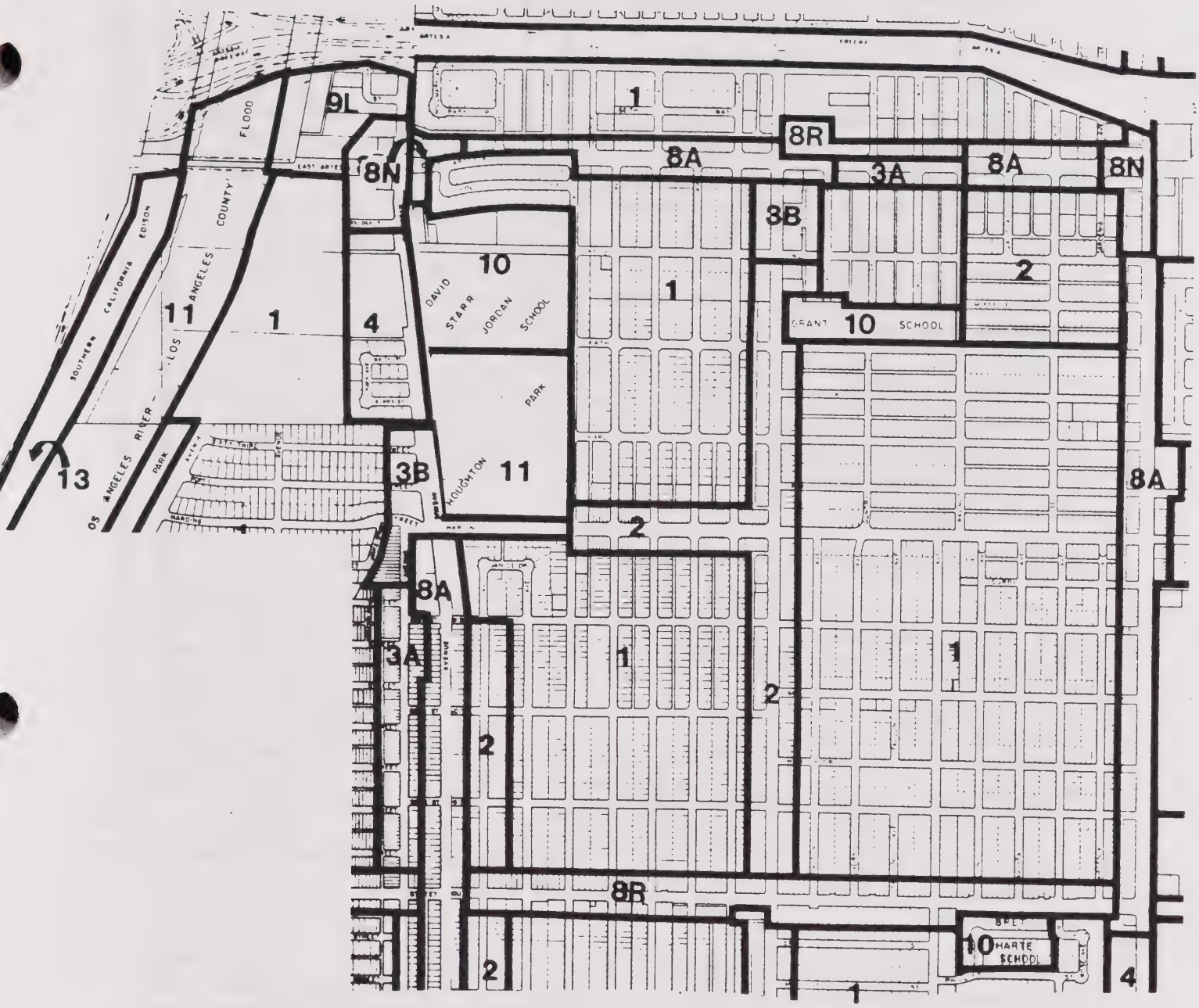
LAND USE. The predominant land use pattern should be single-family, with some increase in density along the principal streets.

Overall residential densities should remain as single-family and duplex. The mobile home park should be preserved and protected from new development. All new housing should result in a building form which will include owner-occupancy. Apartment buildings and typical multi-family development are not recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. To protect the quality and character of the area, all new development should be compatible with existing development and generally reflective of low density residential development.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area is served by Houghton Park which is intensely utilized. In the future, additional recreation should be provided to better serve the population. Neighborhood retail is located at South Street and Cherry Avenue, as well as along Atlantic Avenue. These facilities generally serve the neighborhood needs. Jordan High School is overcrowded and is currently being evaluated for expansion.

DEVELOPMENT OPPORTUNITY. A development opportunity does exist between the Artesia (91) Freeway and Artesia Boulevard. If a significant amount of land is assembled and if this assembled parcel can be reasonably and adequately buffered from the nearby residential use, a development opportunity exists for high quality, mixed use development without the need to amend this Plan.



1 SINGLE FAMILY
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11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

JORDAN

LAKEWOOD VILLAGE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Surrounded on three sides by the City of Lakewood, Lakewood Village also has major thoroughfares ringing it on all four sides: Lakewood Boulevard on the west, Del Amo Boulevard to the north, Bellflower Boulevard to the east and Carson Street on the south.

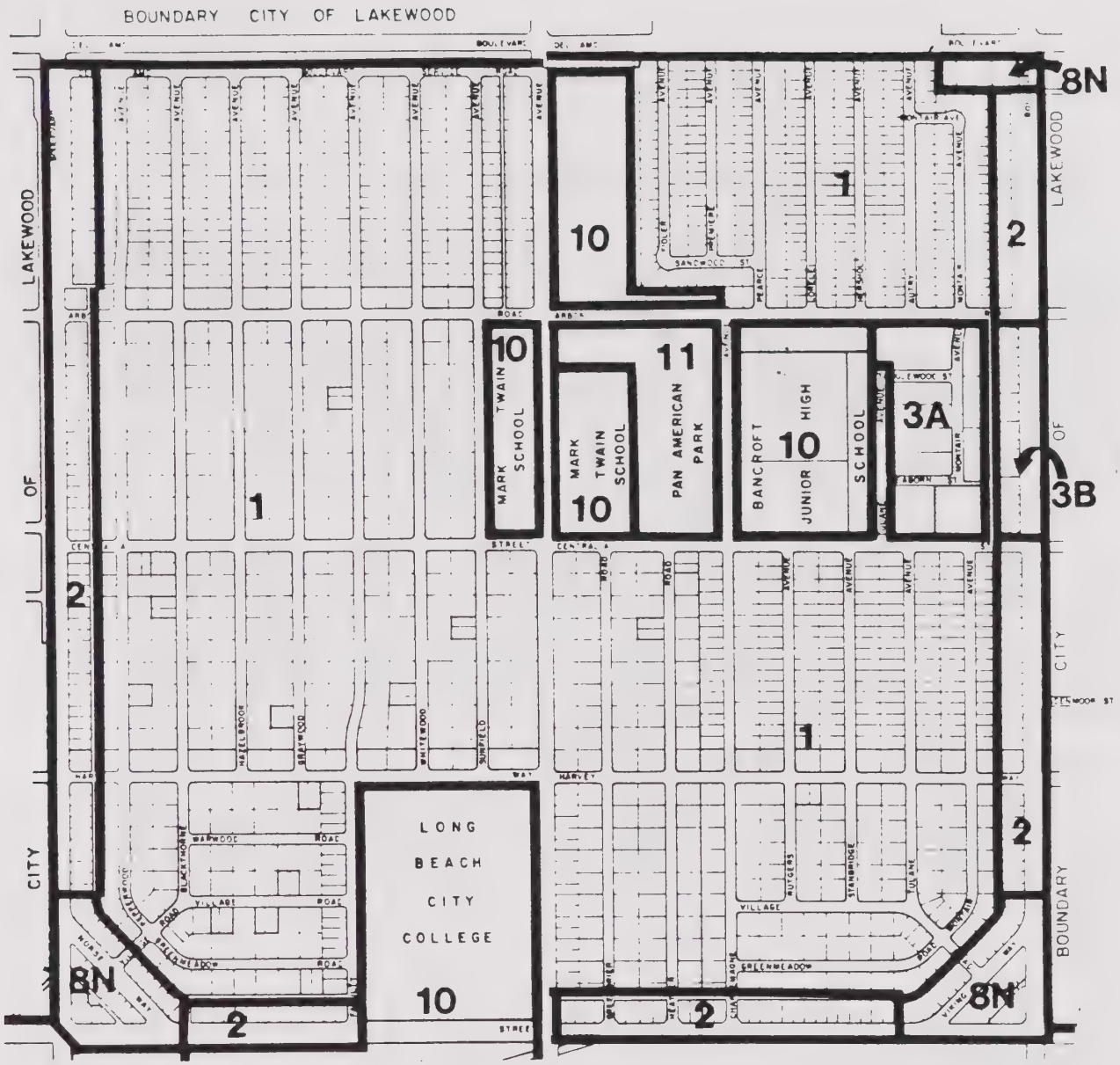
The area is developed with predominantly single-family homes, with multiple-family housing on the edges. The majority of the housing stock was built during the 1940's and the 1950's and owner-occupancy is high compared to the City average. Rents and home values are slightly higher than the Citywide median. Providing a variety of housing opportunities for middle income buyers in a suburban type neighborhood, generally single-family homes are well maintained and generously landscaped. However, some of the multi-family structures are deteriorated and in need of repair, and are negatively affecting single-family homes which back up to them. The area's proximity to the airport and related business park imposes traffic and related negative conditions. Also, on-street parking availability is a problem near the City College.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Present residential land uses are largely located where they should be. It is recommended that the existing single-family character of the interior portions be maintained and that the multi-family housing on the arterials be retained as well. However, the situation must be monitored to ensure upkeep. Continuing neighborhood watch and code enforcement is necessary. Commercial nodes located at Lakewood Boulevard and Carson Street, and Del Amo and Bellflower Boulevards should also be retained. Low density housing is recommended in the interior, with only slightly higher density housing proposed along the arterials. This will prevent further densification in this neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is important with regards to respecting the single-family scale of the homes located in the interior.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The large amount of open space available in the area due to institutional uses and centrally located Pan American Park, are major attributes. The heavily landscaped streetscapes and private yards are an attractive feature as well. Mark Twain and Bancroft Elementary Schools are adequately sized and the City College offers adult educational opportunities convenient to Lakewood Village residents. Lakewood Senior High School is located adjacent to the community boundary, just two blocks east. Neighborhood retail is abundant and easily accessible as well; however, the majority of residents conduct their grocery shopping in the adjacent city.



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2 MIXED STYLE HOMES
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11 OPEN SPACE/PARKS
12 HARBOR, AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

LAKEWOOD VILLAGE

LEE SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

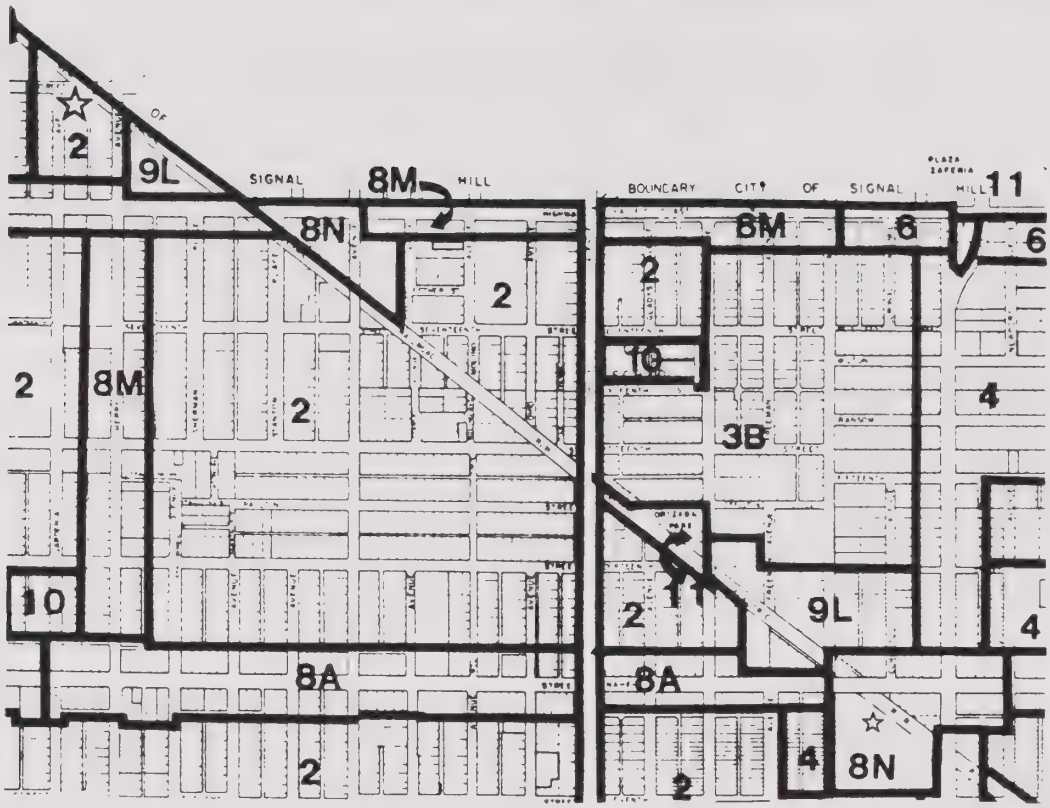
This square neighborhood area has busy traffic arterials as its edges: Pacific Coast Highway; Redondo Avenue; Anaheim Street and Junipero Avenue. Neighborhood physical character is varied; single-family homes, duplexes, and apartment buildings are alll located here. In recent years, during the apartment boom, this neighborhood suffered from an increase in density and physical incompatibilities resulted. Many single lot, 8-10 unit apartment buildings were built. The Pacific Electric right-of-way also bisects this neighborhood and has created an edge between the northeast and southwest sections of this neighborhood. Neighborhood identity is ambiguous because of these overall physical characteristics and the mixed population.

Lee School neighborhood is primarily composed of mixed residential units, which vary in age, density and condition. Because of the recent apartment construction, traffic, noise and density problems have increased, and as a result overall neighborhood fabric has been disrupted. Marginal light industrial uses are located along the southeastern section of the neighborhood. The most significant landmarks are Lee Elementary School and Orizaba Park.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal land use in the Lee School neighborhood should continue to be residential. Higher density projects should be avoided as the overall neighborhood east and west of the Pacific Electric right-of-way has been negatively impacted by recent single-lot and multi-lot apartment buildings. The low density subarea located west of Temple Avenue and north of the Pacific Electric right-of-way, which is currently zoned R-2, should be maintained. The area east of Temple Avenue should continue as a multi-family area with moderate desnity infill that is compatible with existing neighborhood context. Tall residential developments should be permitted on the south side of Pacific Coast Highway to Redondo Avenue. Southwest of the Pacific Electric right-of-way the neighborhood suffers from varied property maintenance and housing conditions that range from good to poor. Graffiti is a problem. Reducing the density levels in this are should encourage increased home ownership and rehabilitation of the housing stock and better maintenance of properties. Hopefully, neighborhood pride will increase and the existing social and physical problems associated with higher density will decrease.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is moderately important. Due to all the recent apartment construction, a mixture of architectural styles and building heights exist. Further aggravation of this problem should be curtailed.



1	SINGLE FAMILY	7	MIXED USES	9L	LABOR INTENSIVE CLEAN INDUSTRY
2	MIXED STYLE HOMES	8	MAJOR COMMERCIAL CORRIDOR	9H	HEAVY INDUSTRY
3A	TOWNHOMES	8A	TRADITIONAL RETAIL STRIP COMMERCIAL	10	INSTITUTIONS SCHOOLS
3B	MODERATE DENSITY RESIDENTIAL	8P	PEDESTRIAN-ORIENTED RETAIL STRIP	11	OPEN SPACE PARKS
4	HIGH DENSITY RESIDENTIAL	8R	MIXED RETAIL/RESIDENTIAL STRIP	12	HARBOR AIRPORT
5	URBAN HIGH DENSITY RESIDENTIAL	8M	MIXED OFFICE/RESIDENTIAL STRIP	13	RIGHTS-OF-WAY
6	HIGH RISE RESIDENTIAL	8N	SHOPPING NODES	☆	DEVELOPMENT OPPORTUNITY

LEE SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This highly mixed use area is comprised of two distinct areas, the Carmelitos housing area and the remaining neighborhoods. The combined area is formed by strong boundaries on three sides: the elevated Union Pacific Railroad on the south, Cherry Avenue on the east and Atlantic Avenue on the west. The northerly boundary is South Street which doesn't form a strong boundary because the neighborhoods continuing north reflect the same land use mix. The elevated railroad currently has a low volume of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County in and near the harbor areas, have been creating strong pressures to increase train traffic.

The Carmelitos neighborhood is a unique community in that it is principally made up of a single, large public housing complex. Carmelitos is comprised of 154 units for seniors and handicapped and 558 units for families. Owned and operated by Los Angeles County, all units are renter-occupied subsidized housing. Recently rehabilitated and reopened in April of 1987, social problems still exist, especially drug dealing and crime. However, these problems have been greatly reduced by refurbishment and stronger County management. A subarea bordering the project consisting of Atlantic Plaza and some single-family homes is quite degraded and unsightly.

The remaining greater portion of the area is primarily developed with mixed style, older single-family dwellings, but zoned for duplex residential. Residential uses in this area are, for the most part, fairly well maintained, including multi-family uses on the arterial streets. Pockets of poorly maintained uses can be found along Atlantic Avenue, Lime Avenue and Market Street in the southwest quadrant and along Cherry Avenue on the east. Of the traffic arteries designated for mixed commercial/residential use, only Atlantic Avenue, the westerly portion of South Street and Cherry Avenue contain commercial as the predominant use.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. In the Carmelitos housing area, the multi-family residential uses will not change. The positive physical appearance of the public housing project needs to be preserved with vigilance and neighborhood concern. The Atlantic Plaza commercial area and the adjacent blighted single-family residential area should be considered for upgrading and recycling, respectively (see Development Opportunity section). While the Carmelitos housing area is populated by low income, minority renters, the neighborhood is generally considered stable due to the lack of any real shifting in its characteristics and population. This stability should be maintained in the future.

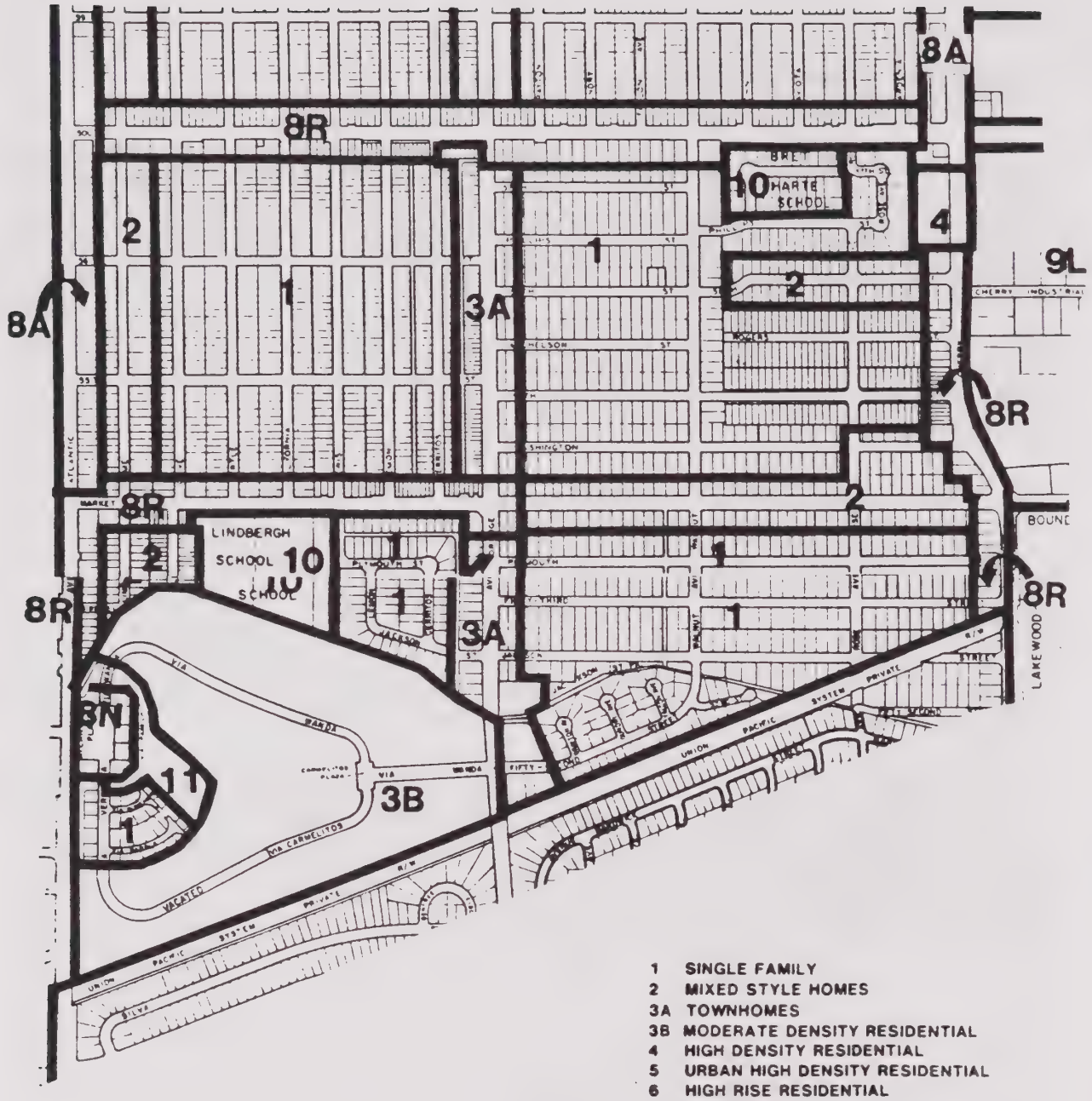
The remaining greater portion of the area is projected for preservation of the single-family neighborhoods by the LUD 1 designation. The existing duplex zoning should be reevaluated for single dwellings to abate the current trend of adding second units on lots and replacing older dwellings with duplexes. The recent trend of building multi-story apartments along South Street is recognized on the plan for continuation. The mixed commercial/residential trend along the arterials is projected to continue. The remaining low density multi-family use designations recognize existing land use patterns.

To ease the impact of increased train traffic in the southerly portion of the area, measures such as continued welded track, noise buffers, hours of operation limitations, landscape treatment and use of enclosed cars for certain materials should be employed in conjunction with any increased use. Also, the joint use of the Alameda Corridor Railroad Plan should be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Throughout the greater area, a composite of mixed architectural styles exists so architectural conformance is only slightly important. Yet the predominately low scale of existing structures should be respected by new developments in the areas designated for low density use.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Immediately west of Carmelitos is a City-owned, unimproved ball park and open space. The City is planning to develop this as parkland. Atlantic Plaza is blighted and should be either rehabilitated and remodeled, or recycled by a new complex. The area contains two schools, Harte Elementary and Lindburgh Junior High. Jordan High School is three-fourths of a mile to the north. The area has convenient commercial outlets. Neighborhood businesses are scattered throughout the area along major arterials. A major commercial center at the northeast corner of South Street and Cherry Avenue provides for the residents retail needs.

DEVELOPMENT OPPORTUNITY. Immediately west of the Carmelitos housing project, the neighborhood commercial center and single-family area abutting the south are poorly maintained and deteriorated. Recycling of all or a large portion of the area is encouraged. A mixed use planned development is envisioned with the predominant use as residential. A senior citizen project, to compliment the adjacent senior facility in Carmelitos would be a community asset.



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11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

LINDBERGH AND CARMELITOS

LONGWOOD

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This residential area is defined and separated not only by the physical barriers of the Artesia Freeway (to the north) and the diagonal arterial of Long Beach Boulevard (to the east), but also by the industrial land use adjacent on the west and south sides.

Longwood is predominantly a single-family community. There is a small area in the northeast sector which was subdivided separately from the remainder of the neighborhood, and has a mix of single-family homes, apartments and commercial businesses. Residents to the south do not necessarily consider this area a part of their neighborhood.

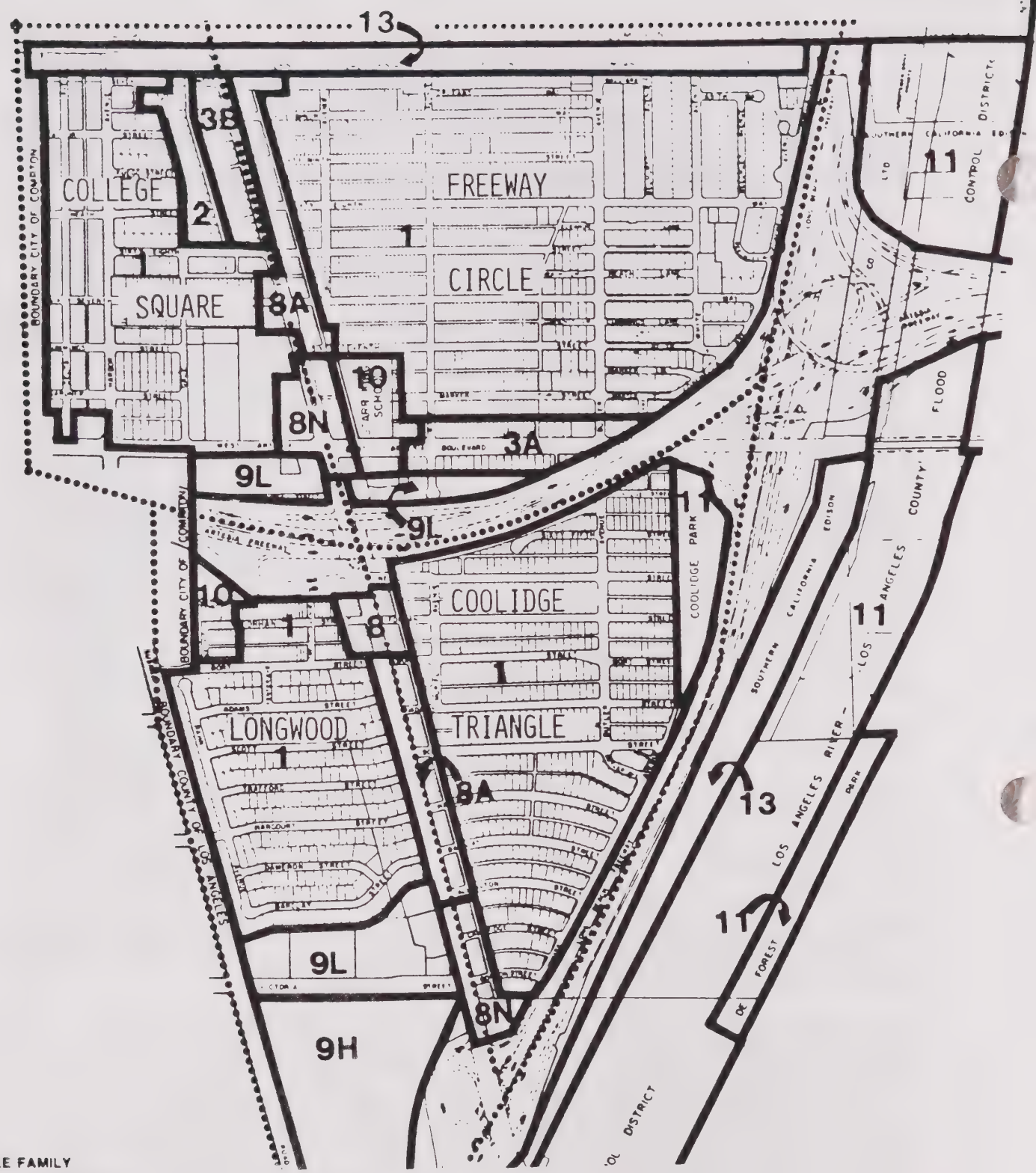
Although a few of the apartment buildings in the northerly area are in need of some upgrading, the single-family housing stock in Longwood is fairly well maintained and in good condition. The majority of the housing was constructed in the 1940s and 1950s and is occupied by moderate income owners. A 1979 rezoning of the northeasterly portion of the area from dense multi-family and duplex to single-family and low density multi-family appears to have stabilized and upgraded the area. The recurring problem that continues to disrupt the neighborhood is the use of Harcourt Street as a truck route. The truck traffic is presumed to be generated by the industrial area immediately outside the City of Long Beach to the west.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preserving, maintaining and enhancing the single-family character of the Longwood community is recommended. Deteriorated multi-family buildings should be recycled to lower density housing. Neighborhood Watch should be supported and code enforcement should be stressed. Harcourt Street should be closed to truck traffic.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is mainly critical with regards to scale. Protecting the small, low profile scale of the single-family homes is critical in the Longwood community.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Because of strong physical constraints, it is difficult to develop more local amenities in or near the Longwood area. Nevertheless, they are needed. Currently Coolidge Park is the only available open space recreation area serving the four communities west of the Long Beach Freeway. It is inadequate in size and services. In addition, the area lacks neighborhood retail; a grocery store is needed. The City should assist and encourage private enterprises in locating viable neighborhood businesses near the Longwood area.



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☆ DEVELOPMENT OPPORTUNITY

COLLEGE SQUARE
COOLIDGE TRIANGLE
FREEWAY CIRCLE
LONGWOOD

LOS CERRITOS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Los Cerritos neighborhood has fairly strong boundaries. Virginia Country Club is the northern boundary, Long Beach Boulevard is a busy traffic and shopping corridor and serves as the eastern boundary, the San Diego Freeway is the southern boundary and the Los Angeles River Flood Control Channel is the western boundary.

Los Cerritos is an historic, old, low density, high quality residential area. South of Bixby Road the area is developed with single-family homes and duplexes. There are also a few active oil pumps and some vacant parcels. North of Bixby Road along the eastern and western edges of Virginia Road and Country Club Drive are duplexes and garden style townhouses. The remainder of this, "The Virginia Country Club" area, is predominantly developed with large, estate-like single-family homes.

Housing in the area south of Bixby Road is in good condition. In the Virginia Country Club area housing is excellent. Residents of the area are typically wealthy, older professionals who enjoy a high amenity lifestyle. South of Bixby Road and in the duplexes and townhomes, middle class families and singles enjoy standard size lots and continually increasing home values.

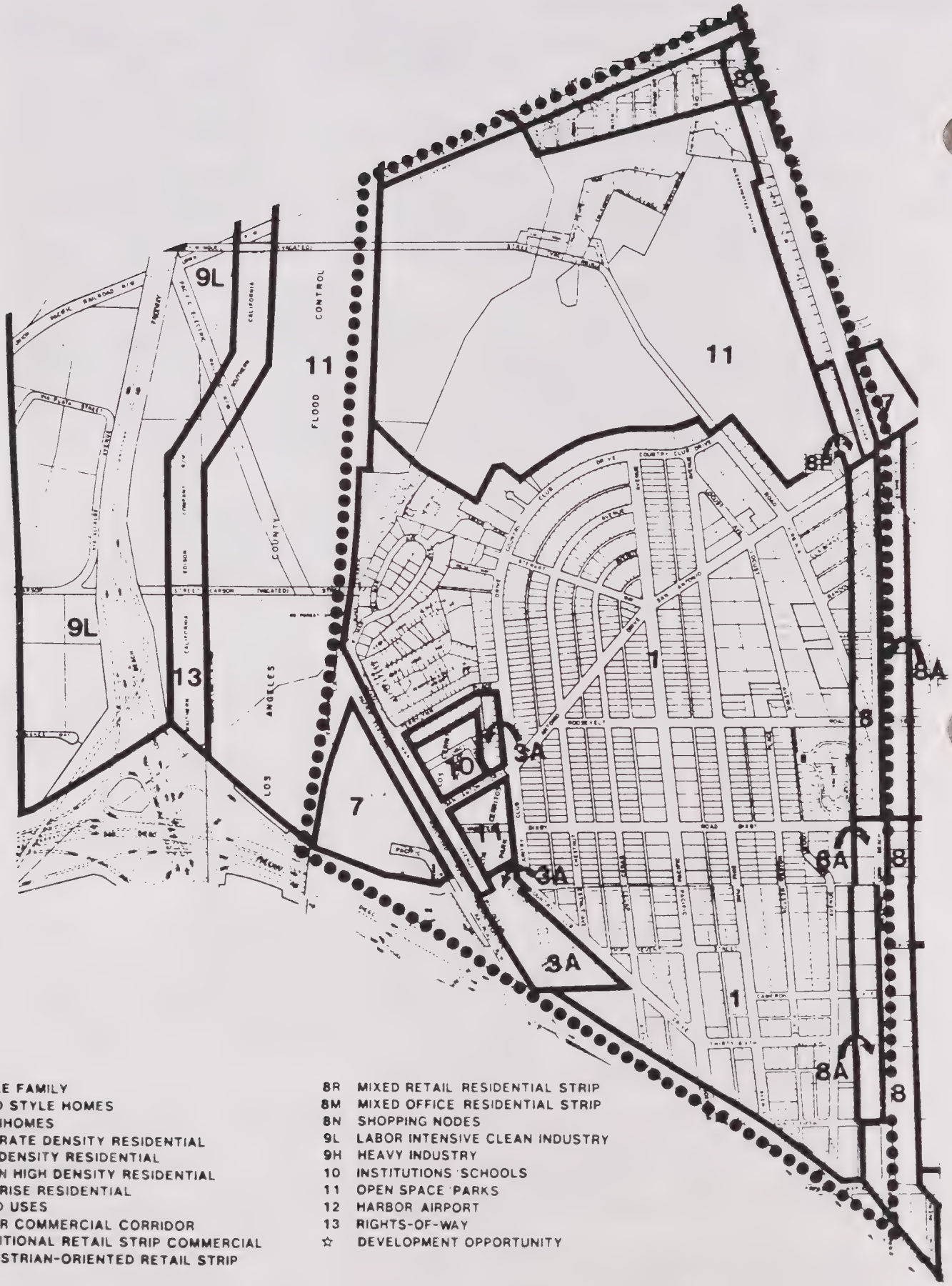
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. In spite of the fact that 23% of the homes here were built before 1940, the housing is in good to excellent condition. These homes should be preserved as they are important contributing factors to the overall high quality of the Los Cerritos community and to the City at large. Single family housing should remain the predominant type of land use, supported by the existing open space and commercial activities. Overall low densities should be retained. Limited pockets of moderate and higher densities are considered appropriate, as indicated on the map. No density adjustments are recommended as the current zoning generally supports this standard.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Housing styles and sizes vary throughout the Los Cerritos neighborhood. In the Virginia Country Club area, homes are large, estate-like of eclectic European and American architectural styles. Mission, Mediterranean, California Ranch and Modified Tract styles abound. Protecting the integrity and quality of these homes is necessary. Respecting the scale, materials and architectural detailing is important in preserving the character of our quality neighborhoods such as Los Cerritos.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The level of neighborhood amenities is very high in the Los Cerritos area. Lush landscape, the Virginia Country Club, Los Cerritos Park and Rancho Los Cerritos Historic site provide ample open space and recreation. Los Cerritos School services the population adequately, and neighborhood-serving retail businesses are adequate as well.

NEIGHBORHOOD DEVELOPMENT OPPORTUNITY. At the northwest corner of the Virginia Country Club Golf Course, a low density, luxury, single-family (estate-like) home compound can be developed. They can be developed now because there is a market in Long Beach for executive-type housing unavailable in the area. The Country Club can develop the site by relocating the northwest golf course hole.



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☆ DEVELOPMENT OPPORTUNITY

LOS CERRITOS

MEMORIAL HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood is bounded by the San Diego Freeway on the north, Willow Street on the south, Atlantic Avenue on the east and the Pacific Electric Right-of-way, Spring Street and Long Beach Boulevard on the west.

This small area is differentiated from North Wrigley by grid pattern changes, topographical changes and the strong edges listed above. The area north of Spring Street is primarily developed with moderately priced single-family homes and oil wells, although in the last five years multi-family units have also been built. Some oil properties remain with pumps intact, causing an occasional fragmented pattern of land uses. Some of the housing stock is older, built 30 to 40 years ago, and is showing signs of deterioration. But the newer infill homes and multi-family structures have replaced vacant lots and improved the overall quality of the area.

South of Spring Street is the Long Beach Memorial Hospital Medical Center. This area will be served by a Light Rail Transit Station, but at present suffers from a parking shortage and a complicated street circulation pattern. The surrounding residential neighborhood lacks convenience shopping and the Medical Center lacks visitor facilities and services. Vacant land in the Memorial Heights neighborhood is difficult to convert to urban uses because of oil problems and possibly contaminated soils, steep topography, lack of infrastructure and the spotty presence of a few very nice homes. See also the chapter on Activity Centers.

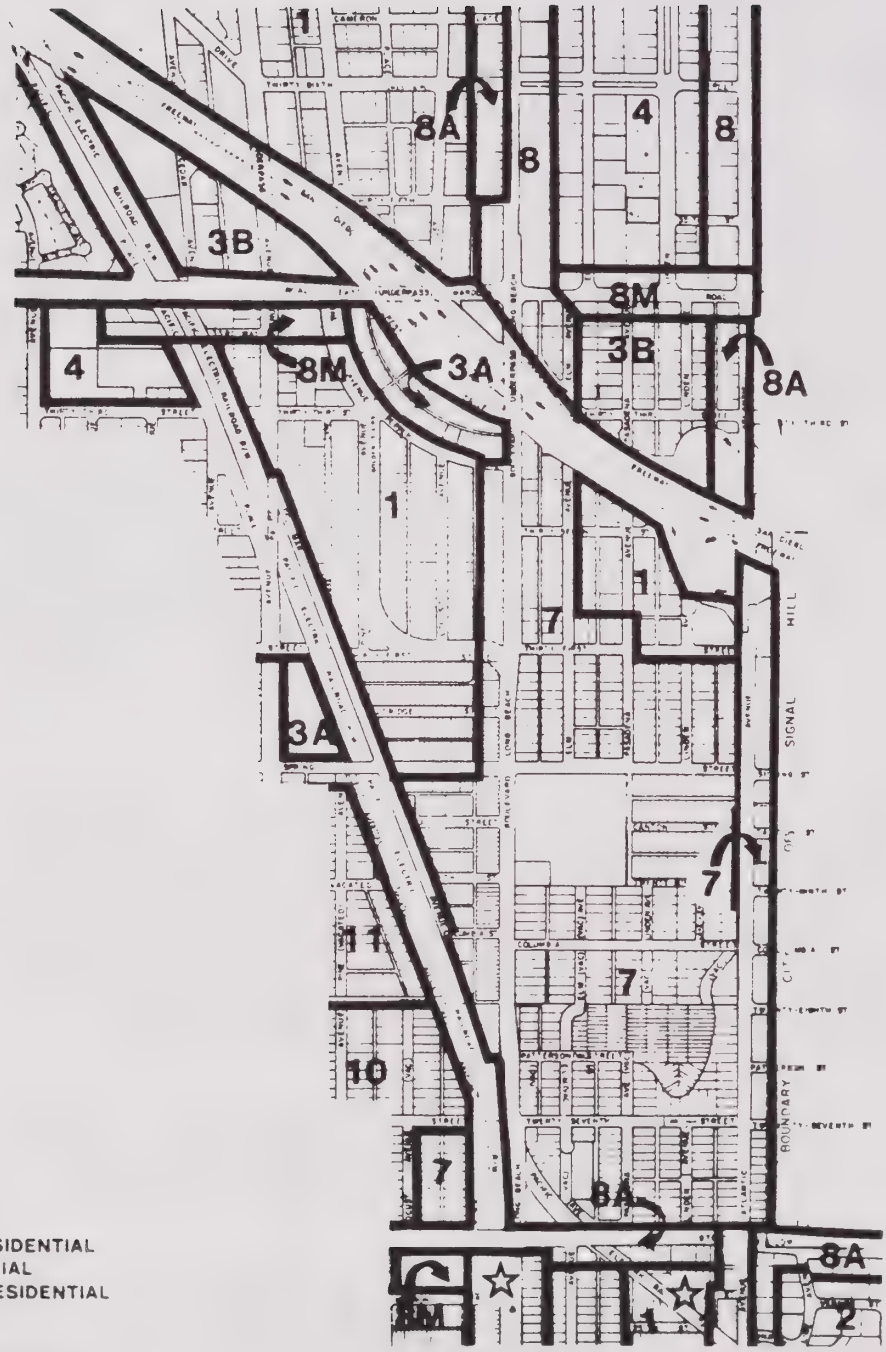
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. North of Spring Street, the predominantly single-family and limited multi-family character of the area should be retained. However, residential areas in need of recycling should be considered for other uses. A Planned Development Plan and ordinance should be created to address the Memorial Hospital Medical Center Activity Node (see Activity Center section of this report). Uses suggested in the Mixed Use District should apply here. Much stronger economic and employment activity will be encouraged here. Refer to map for recommended land use patterns.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design controls for the mixed use district surrounding the Memorial Hospital Medical Center Activity Node are to be defined in the Planned Development Plan and Ordinance to be created for this special area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood commercial retail activities are limited and need to be developed. Of course, medical and health care services are abundantly available, but educational facilities are non-existent within the Memorial Hospital area. Those nearby, Burroughs, Birney and Los Cerritos, adequately serve the elementary school population, but even so, they are some distance for younger children to travel. Veterans Memorial Park is located adjacent to this neighborhood, just across the Pacific Electric Right-of-way. Additional public recreation facilities are needed in the area.

DEVELOPMENT OPPORTUNITY. Memorial Heights has a development opportunity. Through a General Plan redesignation and a rezoning, the area starred (and its surroundings) can be recycled from abandoned (or soon to be abandoned) oil wells to residential uses. Appropriate future uses could be large scale subdivision of single-family homes, townhomes, or possibly duplexes.



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☆ DEVELOPMENT OPPORTUNITY

MEMORIAL HEIGHTS

NAPLES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Naples is a unique, island neighborhood within Long Beach. Situated adjacent to the Pacific Ocean, it is surrounded on all sides by Alamitos Bay. Second Street is the arterial corridor running through Naples and connects it to the mainland.

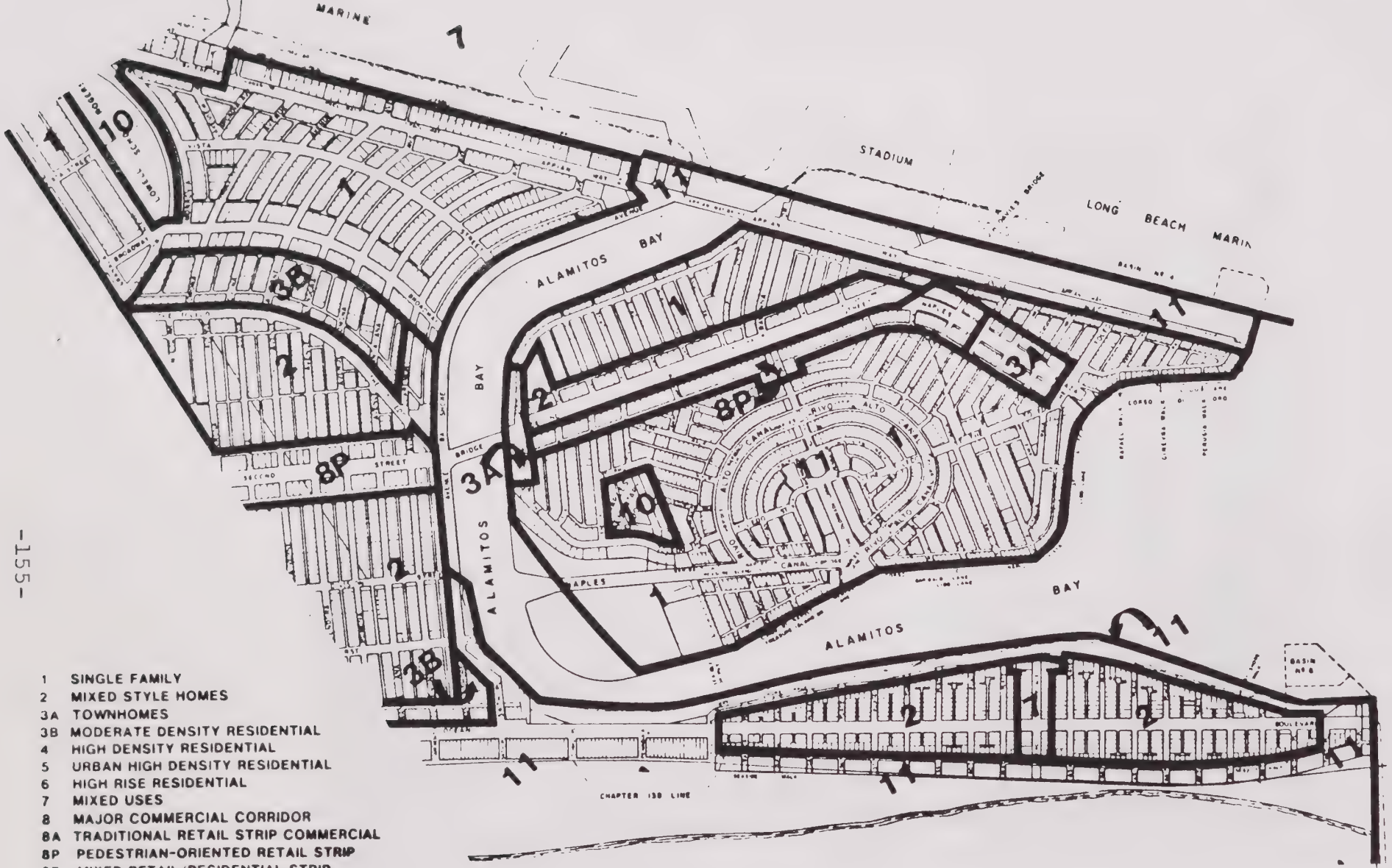
This neighborhood is solidly composed of high priced, high quality, well maintained, single-family homes. Some multi-family structures are located, however, along Naples Plaza and Second Street, but are well maintained. Subdivided into small lots connected with bridges and walkways, Naples is reminiscent of Venice, Italy. Mounting pressure to increase building densities has recently been curtailed with the passage of zoning code amendments restricting height and bulk throughout all the Alamitos Bay communities. Naples Island provides a unique residential setting that is in a showpiece community for Long Beach.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Because of the physical restrictions of the island and the fully developed and gracefully integrated land uses already present, it is imperative that Naples maintain primarily a high quality, single-family residential land use. Preservation of the unique character of the island is of paramount importance. Commercial uses should remain concentrated along Second Street and multi-family residential uses are appropriate only where they are now located. Limiting intensities of land use on the island is necessary to maintain the "livability" of this small neighborhood. The overall low density nature of Naples Island must be preserved. No intensification of uses or further concentrations of people should be allowed. This physically restricted area must be preserved by not overburdening the island with more people and traffic.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural quality in Naples is high. Many of the homes are Mediterranean style and at least one-fourth of the housing is over forty years old. Preserving and maintaining these lovely old homes is mandatory. New infill developments must respect the height, bulk and density restrictions already in place. View and breeze corridors should receive special attention in the review of any projects to be constructed on the Island.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Naples Island serves as a single-family neighborhood and playground for families residing there. Alamitos Bay, which offers many recreational opportunities and ocean views, nearby beaches and Marine Stadium contribute to the list of Naples' local amenities. Naples Elementary School adequately serves the educational needs of the younger population, and neighborhood retail outlets are plentiful and close-by.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
5 URBAN HIGH DENSITY RESIDENTIAL
6 HIGH RISE RESIDENTIAL
7 MIXED USES
8 MAJOR COMMERCIAL CORRIDOR
8A TRADITIONAL RETAIL STRIP COMMERCIAL
8P PEDESTRIAN-ORIENTED RETAIL STRIP
8R MIXED RETAIL/RESIDENTIAL STRIP
8M MIXED OFFICE/RESIDENTIAL STRIP
8N SHOPPING NODES
9L LABOR INTENSIVE CLEAN INDUSTRY
9H HEAVY INDUSTRY
10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

BELMONT PARK
NAPLES
THE PENINSULA

PARAMOUNT AND SOUTH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The neighborhood is isolated and has three strong edges which are formed by industrial land uses on the north, east and west. The Union Pacific Railroad on the west and South Street on the north emphasizes the contrast between neighborhood and residential land uses. To the west and in the City of Lakewood, the oil storage tank farm is under study for recycling to alternative land use, To the south is a single family neighborhood in Lakewood.

The neighborhood consists of three distinct areas, which are bordered by small pockets of contrasting residential and commercial uses. West of Paramount Boulevard the area consists of two-story, multi-family developments constructed in the 1960's and early 1070's. The properties are maintained in fair to good condition and the area appears stable.

Southwest of Paramount is a trash landfill elevated from 15 to 20 feet above natural grade. The landfill ceased in 1948 and the site is now developed with a mobile home park and industrial uses, with a self-storage warehouse development having been approved for the southerly portion.

The northeasterly portion of the neighborhood is developed with low density residential uses constructed over a period of time. Some of the older properties lack curbs and sidewalks. Some properties contain viable storage and/or need property maintenance. At the southern portion of the area, the elevated land fill and cluttered industrial uses appear to have adversely impacted adjacent residential properties.

Other notable development is the small neighborhood center on the southwest corner of Paramount Boulevard and South Street, a concrete cement plan abutting the Union Pacific Railroad on South Street and a mixed commercial/residential area on the east side of Paramount.

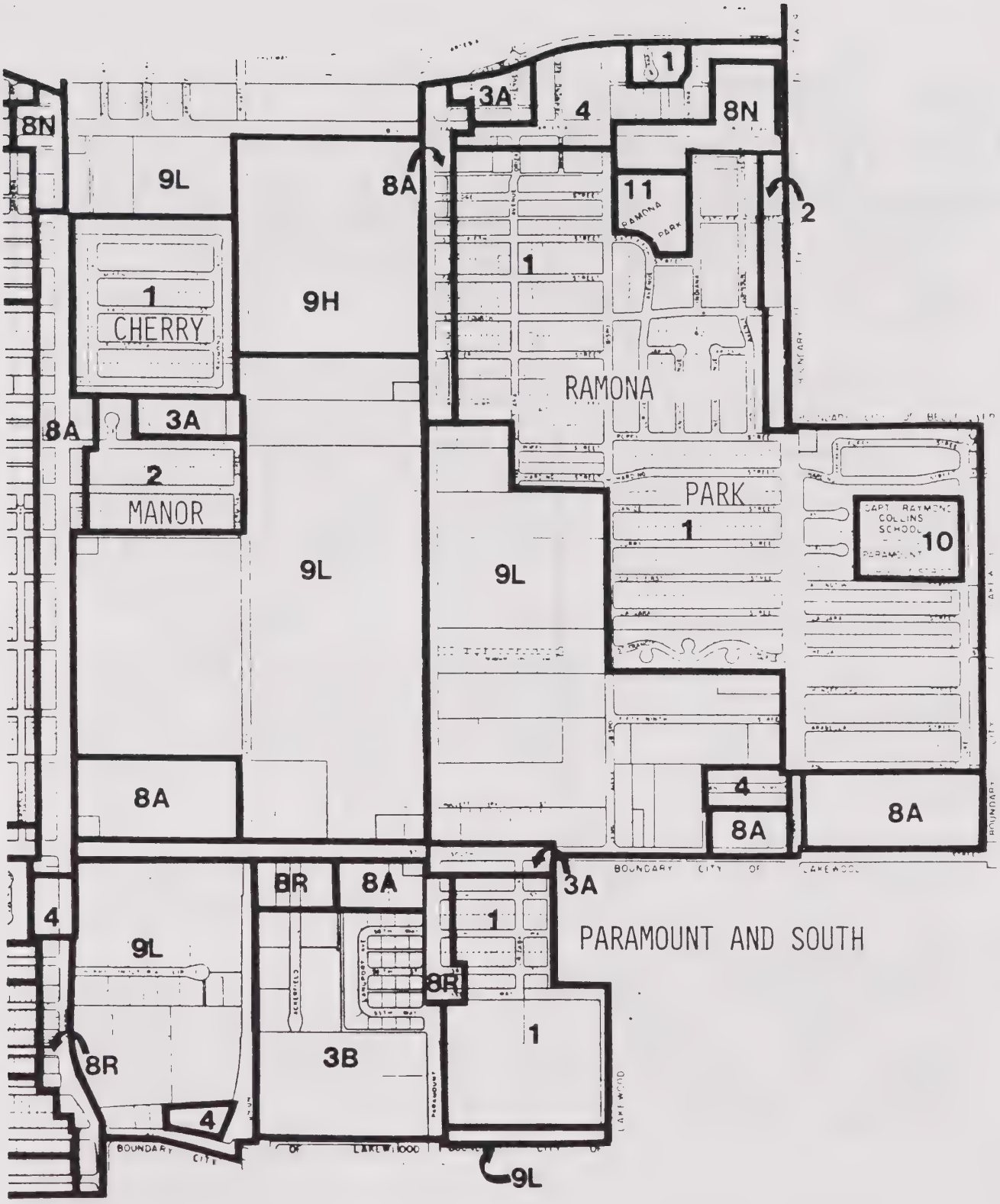
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preserving and maintaining the residential properties is the primary consideration. The northeasterly residential area should have an improvement program to primarily upgrade the poorly maintained or substandard properties. This would tend to upgrade the community. the industrial uses on the land fill should be recycled to a mobile home park or other low density residential development which would be sensitive to the adjacent residential uses. The concrete cement plant on South Street will be non-conforming. This use will recycle in the future. A commercial use would be more compatible with the railroad right-of-way and South Street traffic.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. No significant architectural styles are present in the area. Architectural conformance should only be mandatory with respect to scale.

NEIGHBORHOOD SERVICES,FACILITIES AND AMENITIES. Schools are reasonably close, however, the school routes require the use of busy

thoroughfares. Junior High and High School students may require busing. As an isolated neighborhood, the area lacks convenient recreational space. The areas shopping and service needs are well provided for by the regional center abutting to the northeast at the intersection of Cherry Avenue and South Street. Additionally, another neighborhood shopping area exists approximately one-fourth mile to the east at the intersection of South Street and Downey Avenue.



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2 MIXED STYLE HOMES
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11 OPEN SPACE/PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

CHERRY MANOR
PARAMOUNT AND SOUTH
RAMONA PARK

PARK ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Boundaries for Park Estates are sharply defined, as walls surround much of this neighborhood: Atherton Street on the north, Bellflower Boulevard on the east, Pacific Coast Highway on the south and Clark Avenue on the west serve as the area boundaries. Public access into Park Estates is restricted to Los Altos Plaza off Pacific Coast Highway, and Anaheim Road between Clark Avenue and Bellflower Boulevard.

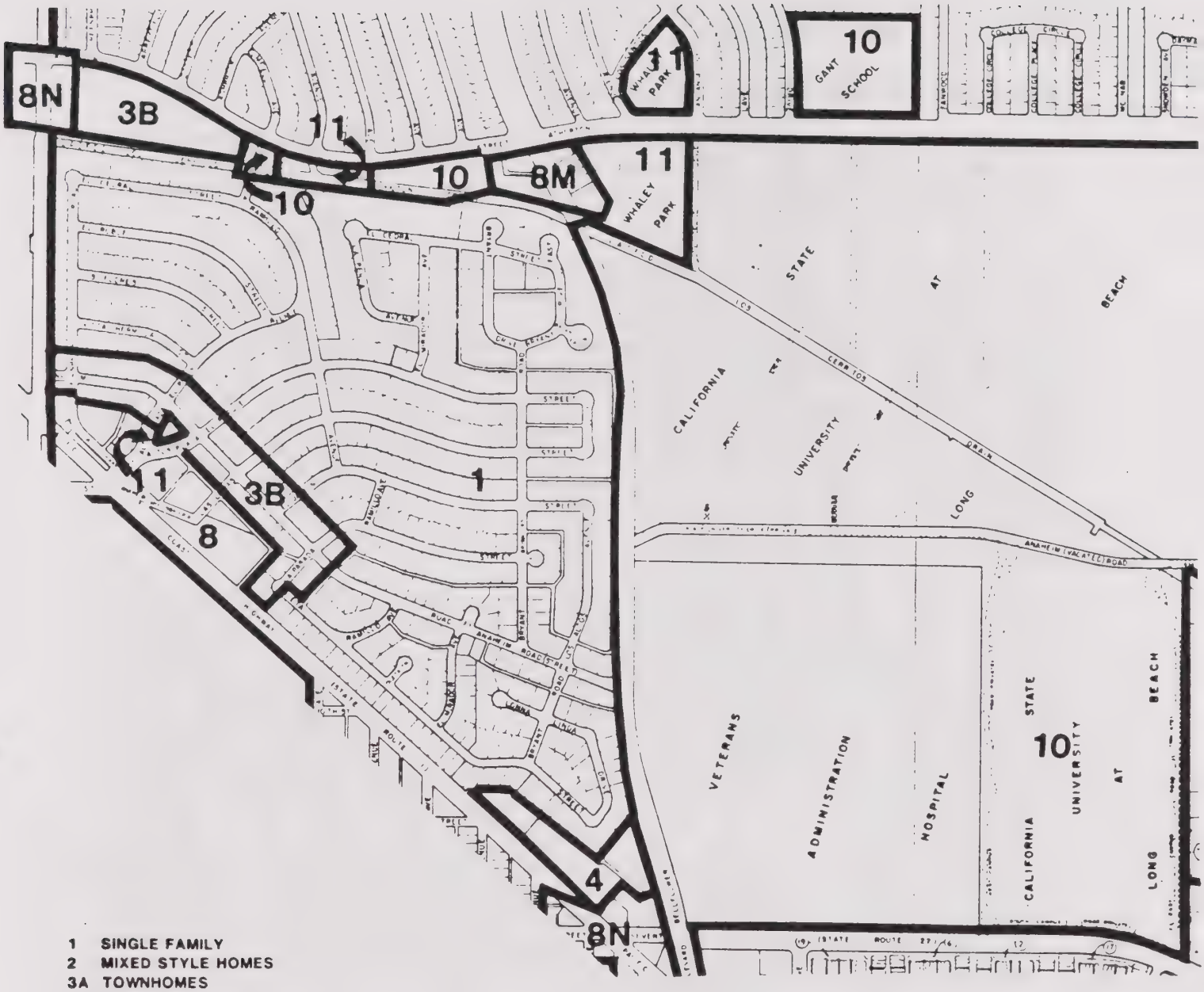
This neighborhood is an exclusive, single-family residential community with large, estate-like homes situated on ample, well landscaped lots. Some mid-density garden style apartments are located along Anaheim Road. Recently, heights and densities for new apartment developments along this corridor were reduced to preserve the overall low density and open space character of the area. Owner occupancy is high and residents within Park Estates are well educated and affluent. Housing is in excellent condition, of high quality construction and characterized by various architectural styles. Home values are high. Older single-story ranch homes are recycling to larger, expensive estates.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overwhelmingly single-family nature of the Park Estates neighborhood should be retained. Commercial retail and office uses located along Pacific Coast Highway and Los Altos Plaza should remain intact. Maintaining the predominantly low density profile of the Park Estates neighborhood is recommended. Height and density allowances for new apartment construction along Anaheim Road have already been reduced.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Some of Long Beach's finest homes are located in Park Estates. A variety of architectural styles are found here and the integrity of each should be respected by future infill developments. Respecting the overall low, single-family scale of the existing housing units is considered mandatory.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has many amenities. It is self-contained with a strong sense of identity. Located immediately adjacent to Recreation Park, Veteran's Hospital and the California State University campus, Park Estates is provided with many educational and recreational opportunities. Neighborhood retail businesses are abundant, and freeways are easily accessed as well.



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13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

PARK ESTATES

PENINSULA

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Surrounded by water on three sides, the Peninsula is only connected to the mainland through its western edge. Ocean Boulevard is the only east-west street on the Peninsula; all other streets are short, narrow, north-south streets which dead-end at the bay and ocean beaches.

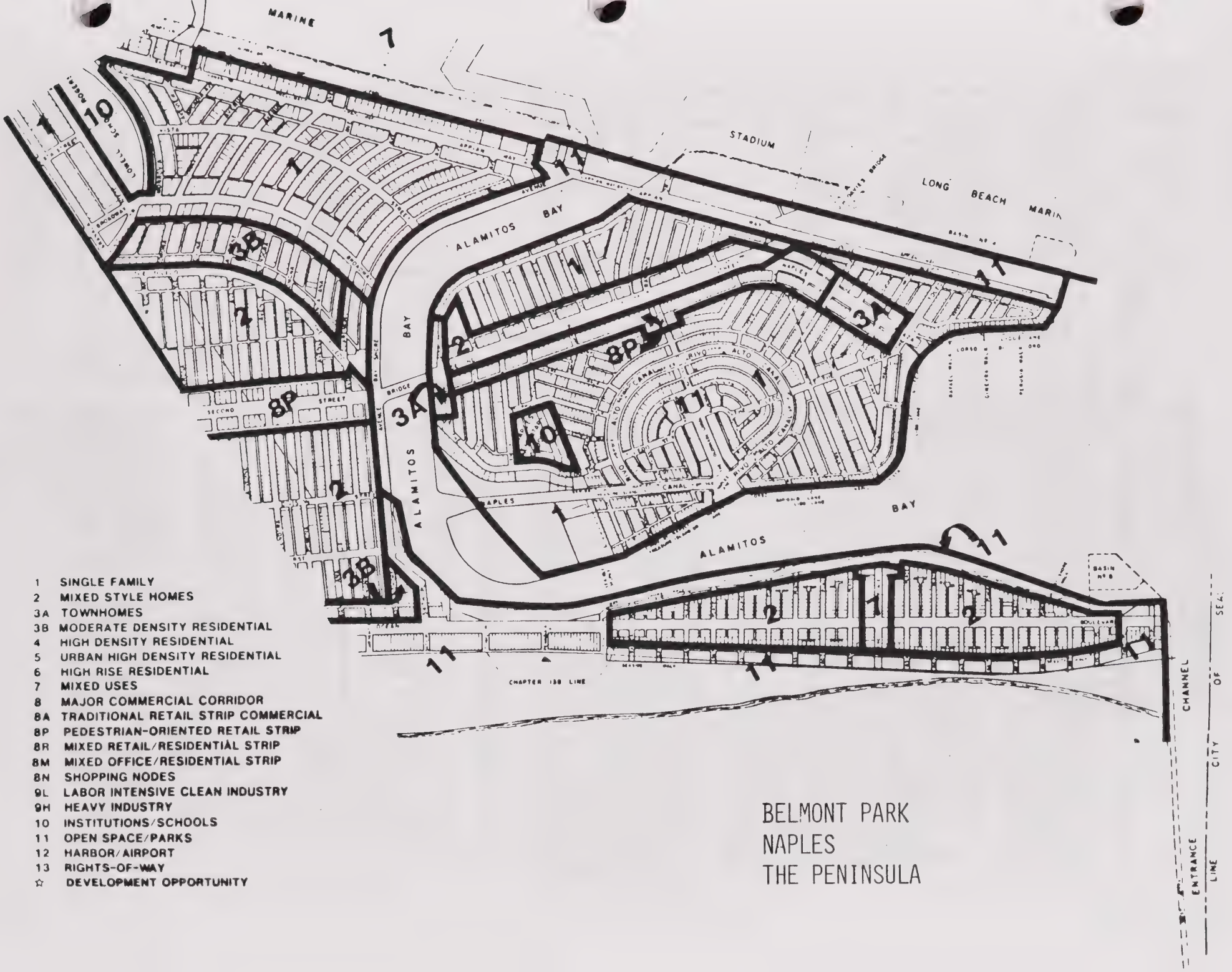
The Peninsula was originally subdivided into 500 lots and developed into Long Beach's first waterfront community at the turn of the century. It is overwhelmingly built with low density residential uses - single-family, duplexes and some small apartment buildings. The average age of the housing stock is 30 to 35 years, with only about 7.7% of the total number of units dating post-1970. In 1980, 35% of the units were owner-occupied leaving 65% renter-occupied. Household sizes are well below the City median. Occupied by affluent and well-educated singles and families, home values are high and continue to rise. Maintenance of housing and housing quality is excellent. Recreational opportunities surround the residents, and a small commercial node exists at 62nd Place.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Land use on the Peninsula should remain overwhelmingly residential in character. Small, low density housing units are the preferred type. The existing housing stock is generally sound and should be retained. Recycled lots or parcels must be compatible with residential uses, or be residential themselves. The existing commercial node at 62nd Place should be retained and maintained in a good condition, but not expanded. Access and circulation are extremely limited. In order to avoid traffic problems and to preserve the low-key quality of beachfront living on the Peninsula, maintenance of the existing land use densities and intensities is essential.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. As the housing stock here ranges from one to three stories high with eclectic architectural styles, maintaining an overall low to moderate residential scale of development is the primary concern. Ocean and Bay views are important to Peninsula residents, and future development should respect view corridors. Bulky, massive buildings must not be allowed.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Water sports, beach activities, and its isolated character create amenities for the Peninsula. But due to the limited amount of land mass within the Peninsula neighborhood, retail and commercial activities are restricted here. However, nearby Belmont Shore affords many shopping conveniences. Likewise, although not located on the Peninsula, nearby schools, green space and developed recreational facilities are abundant. None of these (except the recreational resources) are conveniently reached on foot. However, no additional facilities are recommended for the Peninsula.



BELMONT PARK
NAPLES
THE PENINSULA

RAMONA PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The area is formed by strong boundaries: the Artesia Freeway to the north, the heavy manufacturing area and Paramount Boulevard to the west, the Cities of Bellflower and Lakewood on the east, and the industrial area and commercial center along South Street on the south.

Composed primarily of single-family homes, Ramona Park has only a few apartments in the north and northwest sector of this neighborhood. The apartments and some of the single-family homes in the northwest and northeast area are in various stages of disrepair. Deferred maintenance problems and limited structural problems exist. The northwest and northeast areas need general enhancement, housing rehabilitation and property upgrading.

The area west of Obispo Avenue, shown as LUD 1, was a recent rezoning from multi-family to duplex and a Block Grant Funded Neighborhood Improvement Program Area. The area was substantially upgraded by public improvements, code enforcement, improvement loans, free trash dumpsters, and paint rebates. As a high absentee ownership area, with a substantial number of rental units, the area may need continued monitoring.

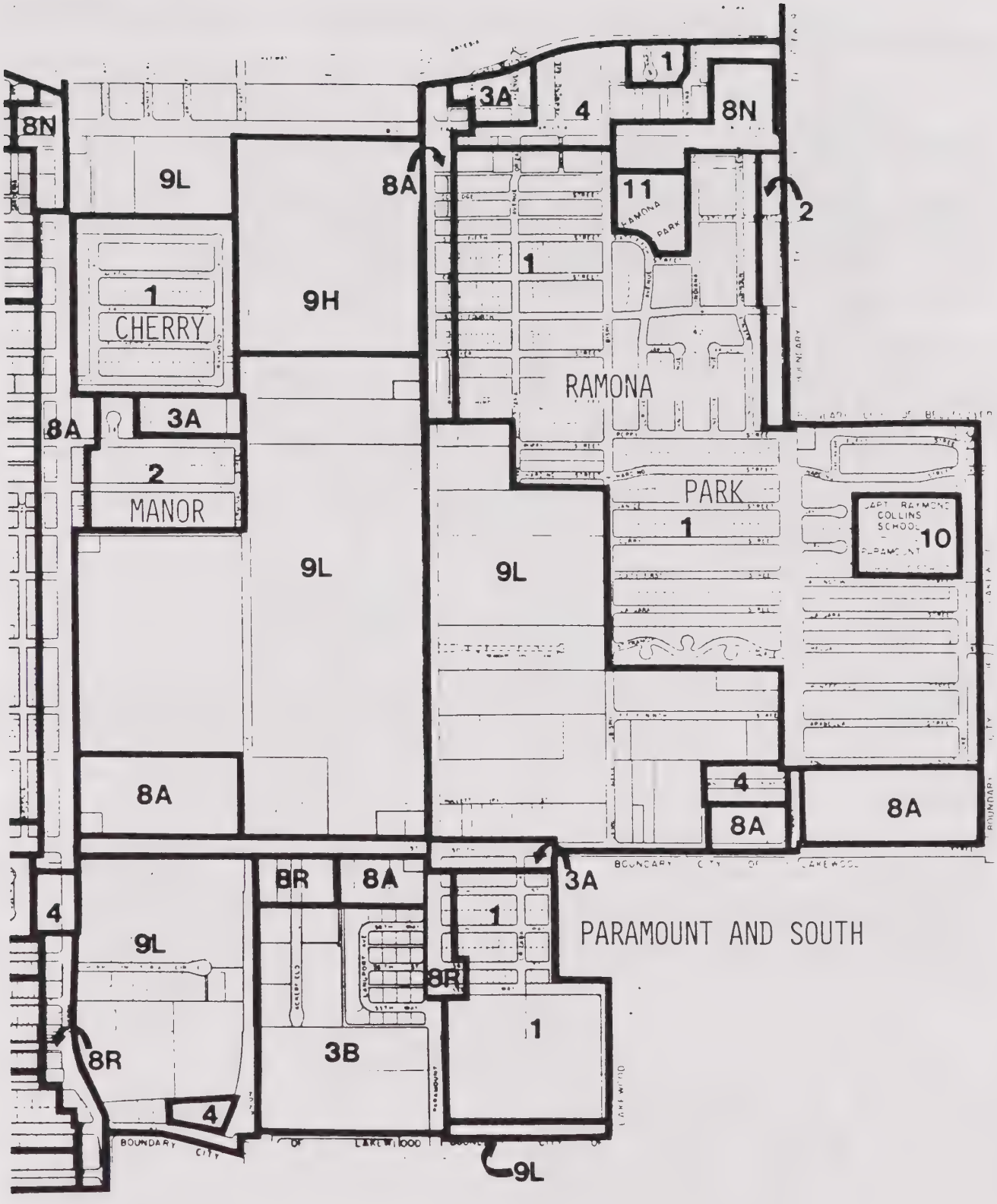
The entire southern and eastern half of Ramona Park are in fairly good, well maintained condition. Industrial and commercial uses abutting the area to the south generally do not impact adjacent residential areas except for the industrial/residential interface along Orizaba Avenue and occasional trucks using Obispo Avenue to access local industrial and commercial establishments. Ramona Park in the northerly sector and Captain Raymond Collins Elementary School in the southeasterly sector are strategically located to provide recreation opportunities. Ramona Park is well used by the community and contains a ballfield, basketball courts, childrens play equipment and facilities center.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Existing single-family uses should continue to dominate the neighborhood. The northerly area, zoned for multiple-family units, should remain intact. However, increased property maintenance is necessary in the northeast and northwest portions of LUD 4, and the west and northeast portions of LUD 1. The westerly LUD 1 portion is currently zoned for duplex development and should be reconsidered for rezoning to single-family to further stabilize the neighborhood. Problem areas should be periodically reviewed for property maintenance violations to maintain the area in a stable condition. For the southern half, continued property maintenance is all that is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is moderately important in Ramona Park, but especially so in the southern half where single-family homes are predominant. Their low height and smaller scale should be respected.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Ramona Park should continue to be well maintained and intensively programmed. A day care facility is needed in the area, families with young children continue to be attracted to the area. A counseling center for low income residents should be created.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
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11 OPEN SPACE/PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

CHERRY MANOR
PARAMOUNT AND SOUTH
RAMONA PARK

RANCHO ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Physical boundaries defining the Rancho Estates neighborhood are the major thoroughfares of East Wardlow Road to the north, Studebaker Road to the west, Spring Street to the south, and the San Gabriel River channel to the east. However, it is primarily the homogeneity of the housing stock which gives the Rancho Estates its unique identity.

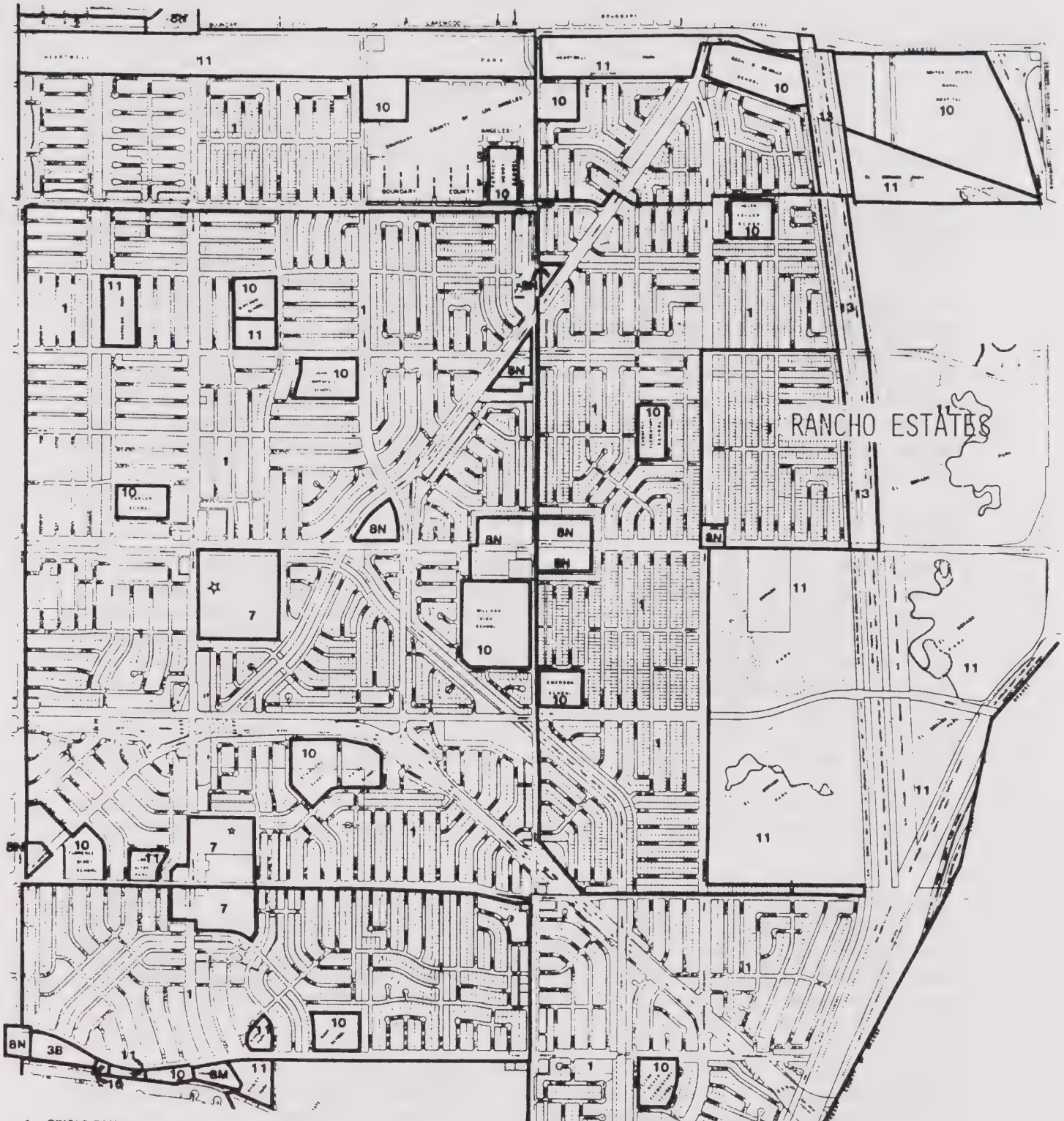
The neighborhood is developed entirely with single-family homes, with the exception of a small commercial node at the northeast corner of Spring Street and Studebaker Road. The "Ranchos" were built as a single-family tract in 1953 by architect Cliff May, a designer well known for his ranch style homes. Providing housing opportunities and a stable suburban lifestyle for moderate income families, owner-occupancy in the neighborhood is high. Property maintenance is good. However, the regional draw of adjacent El Dorado Park affects the area negatively because of traffic, parking, noise and gang problems.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The single-family homes of Rancho Estates should be preserved and maintained. Residential densities should remain low.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is important relative to the single-family scale. Unique housing style and placement on the lot has caused residents to demand smaller than normal front yard setbacks in order to construct privacy fences. This is accommodated by a special planned development zone.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood services, facilities and amenities are high. Numerous educational opportunities for all segments of the population are located nearby. Commercial and retail services are abundant along Palo Verde Avenue and Spring Street. The 546-acre El Dorado Regional Park is located adjacent to Rancho Estates, providing many recreational options.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
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10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

EAST END
RANCHO ESTATES

SAINT MARY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The strong edges of Anaheim Street on the north, 7th Street on the south, Pacific Avenue on the west and Alamitos Avenue on the east help to define this neighborhood.

The Saint Mary's neighborhood derives its name from Saint Mary Medical Center, a major medical facility located centrally within. Also located here are a high-rise senior citizens housing complex, medical support facilities, school district administration offices, apartment buildings, churches, and retail outlets along major arterial corridors. The predominant housing type is older apartment buildings of 5 or more units. Severe overcrowding and general degradation of these units are major problems. A lack of both physical amenities and parking spaces further contributes to social and environmental discord in the area.

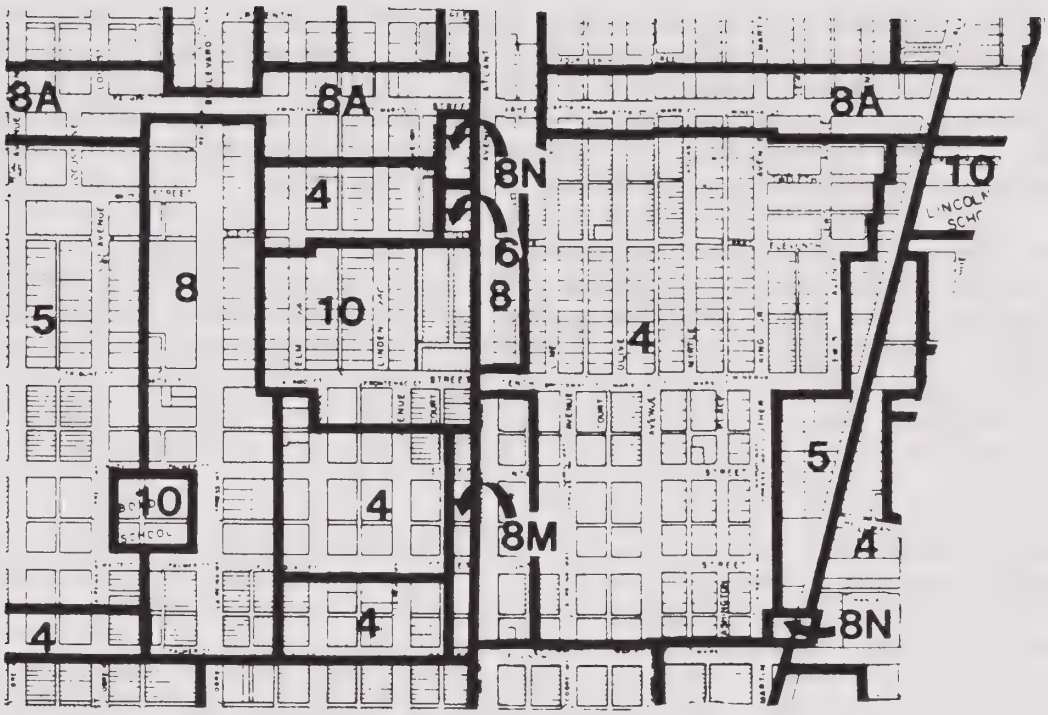
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining primarily residential uses in the area is recommended. In order to do so, the development policy for this area should be one of recycling to new multi-family construction. New multi-family units should provide adequate parking and environmental amenities which will both upgrade the neighborhood and provide new housing opportunities for those who work downtown or for Saint Mary Hospital. Condominiums offering opportunities for owner-occupancy should be encouraged here. Refer to the map for detailed land use recommendations. In 1980, the rate of overcrowding here was 15%, well above the Citywide average of 6%. Eliminating overcrowding should be considered a primary goal here.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design conformance is deemed unimportant for the area, since there is no distinctive style or identifying theme.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Park and recreational space and facilities are needed in this area. Means to provide them should be investigated. Day care should be provided. Intensification of the hospital operation and related supporting facilities is recommended. Anaheim Street should have streetscape improvements to relieve the visual harshness of the area (see Arterial Corridors Chapter).

DEVELOPMENT OPPORTUNITY. Recycling School District headquarters as expansion of downtown is a future opportunity. High density, high activity urban uses which complement and strengthen downtown would be appropriate.



1	SINGLE FAMILY	7	MIXED USES	9L	LABOR INTENSIVE CLEAN INDUSTRY
2	MIXED STYLE HOMES	8	MAJOR COMMERCIAL CORRIDOR	9H	HEAVY INDUSTRY
3A	TOWNHOMES	8A	TRADITIONAL RETAIL STRIP COMMERCIAL	10	INSTITUTIONS 'SCHOOLS
3B	MODERATE DENSITY RESIDENTIAL	8P	PEDESTRIAN-ORIENTED RETAIL STRIP	11	OPEN SPACE PARKS
4	HIGH DENSITY RESIDENTIAL	8R	MIXED RETAIL RESIDENTIAL STRIP	12	HARBOR AIRPORT
5	URBAN HIGH DENSITY RESIDENTIAL	8M	MIXED OFFICE RESIDENTIAL STRIP	13	RIGHTS-OF-WAY
6	HIGH RISE RESIDENTIAL	8N	SHOPPING NODES	☆	DEVELOPMENT OPPORTUNITY

ST. MARY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

SEADIP (Southeast Area Development Improvement Plan), because it is a planned development area, has diverse boundaries which are strong and delineate this area from the surrounding areas. The City border forms the obvious eastern and southern boundaries, Marine Stadium is a strong boundary and edge on the west, and the east-west traffic arterials of Colorado and Seventh Streets form the northern boundaries. SEADIP comprises a total of 1470 acres.

The SEADIP plan laid out a variety of uses: residential, commercial, retail, office, hotel and light industrial. SEADIP is developed today with this variety of uses. Vacant land also exists, particularly along the San Gabriel River and within the Los Angeles County section. Active oil operations are located primarily within the Los Angeles County section of SEADIP. Housing is clustered into nine various residential villages and is predominantly characterized by detached single-family or attached townhomes. Within each village the homes and townhomes are designed as replicas or slight modifications of an architectural style.

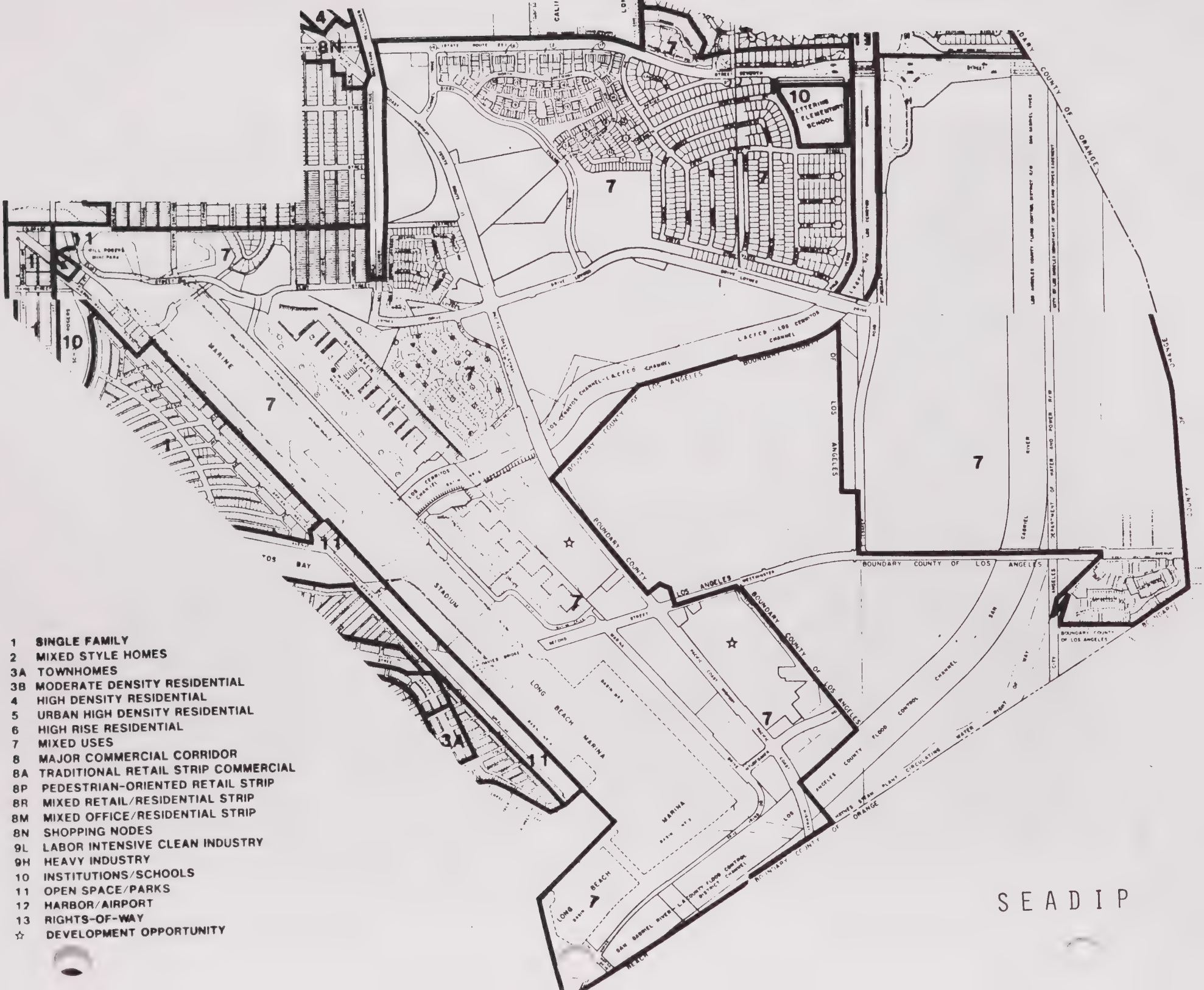
These villages have a sense of place and a have generated a feeling of neighborhood among the residents. None of the villages in SEADIP are built upon a standard grid system. Each theme village was laid out on curved, substandard streets, creating variety on this flat lowland. Lot sizes are smaller in the newer villages, providing for relatively compact attached housing designs. The housing is of high quality, is high priced and well maintained. Owner-occupancy is high and residents are well-educated and affluent. Much of the area is under the jurisdiction of the Local Coastal Program (LCP).

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal land use in SEADIP should remain low density residential. Commercial uses such as hotel, office, restaurants, shops, and theaters located along the area's major traffic arteriEs of 2nd Street and Pacific Coast Highway, and the business park uses located along Studebaker Road and the San Gabriel River Channel, are provided for in the LCP. It may be appropriate in the future to restudy the business park areas for possible alternative uses more in keeping with the SEADIP theme. The ratio of dwelling units per acre for all of these villages is low. Retaining this overall low density is necessary for preserving the quality of the SEADIP environment.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The housing stock within each of the residential villages is laid out uniformly with consistent architectural housing styles and heights. Homogeneous physical forms characterized each of these neo-neighborhoods. For instance, Costa del Sol and Del Lago are variations of Mediterranean and Mission styles, single-family detached homes. Marina Pacifica borrows from Japanese and other styles. College Park Estates and Island Village or representative of the California Ranch Style. Thus, each of these design themes must be respected by infill developments within each village. Architectural conformance is considered of paramount importance and must be strictly adhered to.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Amenities are high in the SEADIP neighborhood. Multiple recreational uses are located here. Marine Stadium and Recreation Park offer active and passive recreation opportunities. The Marina off the Los Cerritos Flood Control Channel provides recreational opportunities and is a visual amenity to the residents of Costa del Sol, Spinnaker Coves and Marina Pacifica. Bixby Golf Course located along Loynes Drive is another recreational node. Los Cerritos Lagoon is a unique natural resource in SEADIP. It is a breeding ground for marine life and a habitat for shorebirds. Schools are abundant as well; Kettering Elementary, Hill Junior High and the University at Long Beach are all close by. And, commercial neighborhood retail activities concentrated along Pacific Coast Highway and 2nd Street make shopping convenient and contribute to the positive image of this gateway community. A redesign of and new marketing plan for the Marina Pacifica center is needed to make it a viable commercial center.


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13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY
SEADIP

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Stearns Park is a low density residential neighborhood. It is hemmed in on three sides by varied commercial and light industrial uses. The National Guard Armory, the Post Office, and light industrial uses are located along the western edge of the neighborhood. Hotel and commercial uses are located along the northern edge at Willow Street. Various commercial and multi-family residential uses are located along the southern edge of this neighborhood. There are many new large condominium and apartment projects located along Hathaway Avenue and Pacific Coast Highway.

This southern boundary zigzags along Hathaway Avenue, Jaciento Way, Rosada Street and Los Coyotes Diagonal. Willow and Clark Streets are major traffic arteries and serve as strong northern and eastern boundaries. The traffic arterials bisecting and bordering this neighborhood are unusually wide. In some sections, Los Coyotes Diagonal and Lakewood Boulevard are 200 feet wide. Pacific Coast Highway is 100 feet wide and Lakewood is 80 feet wide.

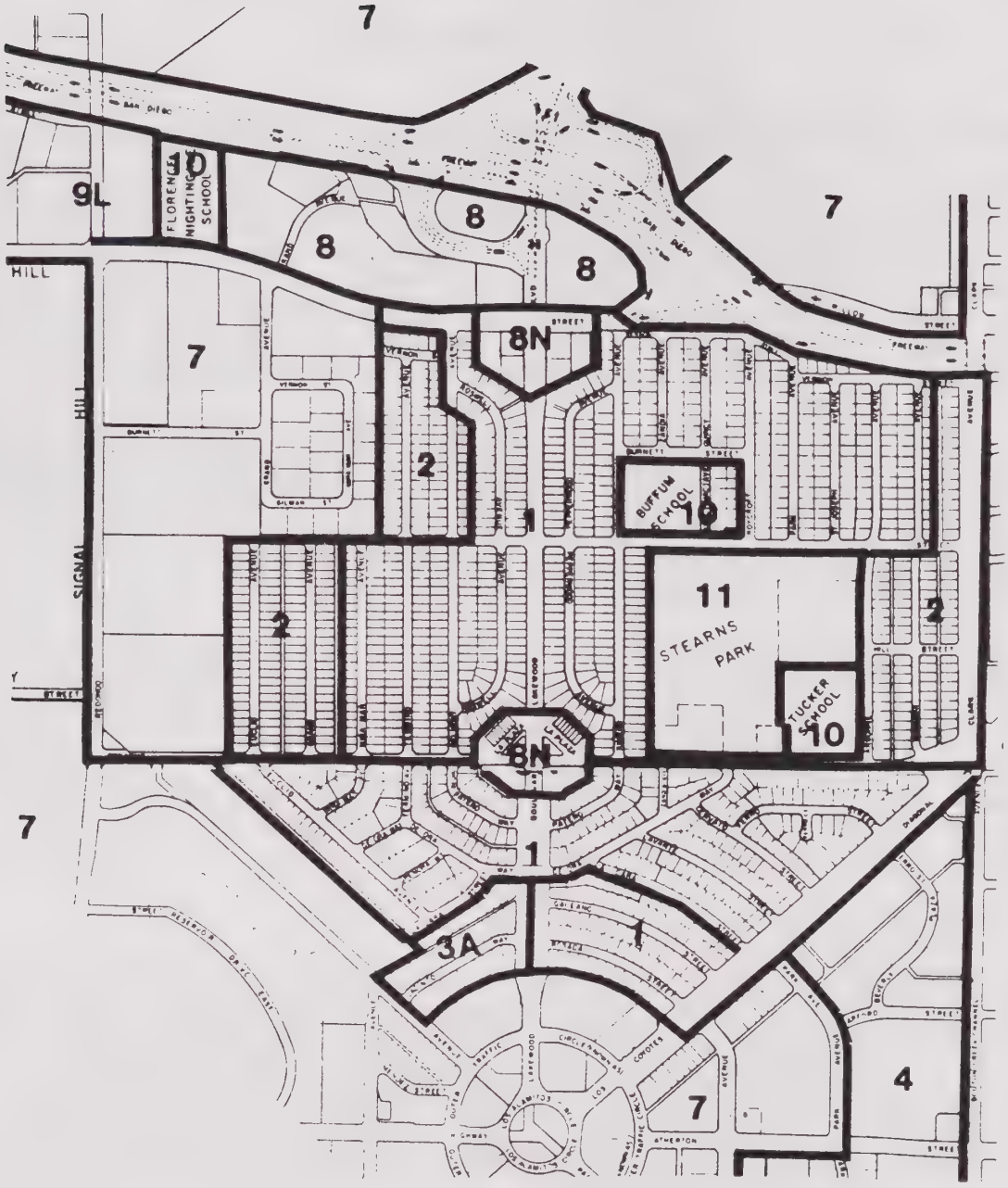
The vast majority, 97% of the single-family and multi-family housing stock, was built after 1940. Some of the multi-family units are newer; 24% of this housing stock was built after 1970. The architectural style for the single-family homes is the classic tract or modifications thereof. Owner occupancy of the single-family units is high. Home values and rents were above 1980 Citywide averages. The housing condition is good and lots are well maintained. This neighborhood area provides affordable housing for families and tenants. It is centrally located and is accessible to freeways and major thoroughfares.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The residential section of this neighborhood should be preserved and enhanced. Any new commercial/office uses should be of high quality and continue to improve this area. Easy access to the freeway should facilitate high quality office projects. Compatibility between the adjacent low density residential uses and the commercial/office uses must be maintained. Any adverse noise, traffic, density or physical design impacts should be minimized. The overall low density character of the 1940's single-family tract homes must be respected in these sub-neighborhoods within Stearns Park.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Successfully integrating the various architectural styles recommended for various land uses in this neighborhood will require strict adherence to the principals of good urban design. Taller buildings must respect their shorter neighbors; forms, colors, textures, materials used, and scale/bulk, etc., are all factors to be considered in piecing together the fabric of this complex land use area. Site reviews of development projects must be sensitive to adjoining uses and land use standards.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area is adequately served by parks and educational facilities. Stearns Park is so named because that is the title of a 19-acre park located here. Buffum and Tucker Elementary Schools are immediately adjacent to this park. Commercial tourist, highway and retail center uses lie to the north and south and provide a good variety of shopping services.



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2	MIXED STYLE HOMES	8	MAJOR COMMERCIAL CORRIDOR	9H	HEAVY INDUSTRY
3A	TOWNHOMES	8A	TRADITIONAL RETAIL STRIP COMMERCIAL	10	INSTITUTIONS/SCHOOLS
3B	MODERATE DENSITY RESIDENTIAL	8P	PEDESTRIAN-ORIENTED RETAIL STRIP	11	OPEN SPACE/PARKS
4	HIGH DENSITY RESIDENTIAL	8R	MIXED RETAIL RESIDENTIAL STRIP	12	HARBOR AIRPORT
5	URBAN HIGH DENSITY RESIDENTIAL	8M	MIXED OFFICE RESIDENTIAL STRIP	13	RIGHTS-OF-WAY
6	HIGH RISE RESIDENTIAL	8N	SHOPPING NODES	☆	DEVELOPMENT OPPORTUNITY

STEARNS PARK

SUNRISE PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Sunrise Park is a small residential subdivision bounded by Willow to the north, Atlantic Avenue to the west, the Pacific Electric Right-of-way to the south and the City of Signal Hill to the east.

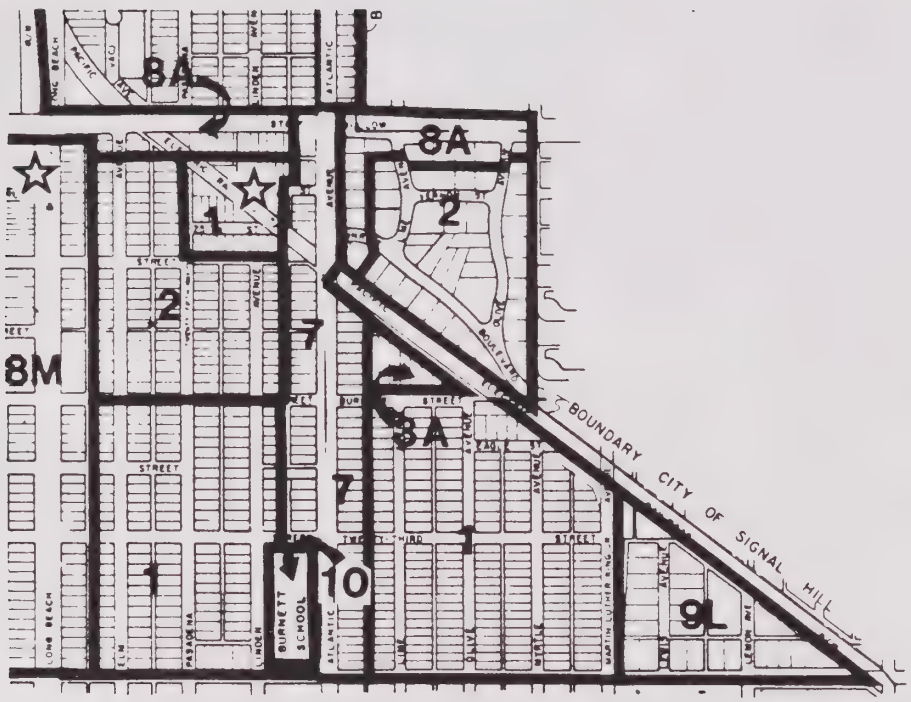
The area is characterized by an unusual subdivision pattern of winding roads and odd shaped parcels. Physically, this neighborhood is set apart from the larger Central Area by the barriers of two commercial arterials and the Pacific Electric Right-of-way. Its subdivision pattern and historic flavor also sets it apart from the adjoining community. This neighborhood has 69 parcels, of which 52 or 75% are developed with single-family homes. An additional 15% of the parcels have two units, 9% have five or more units and 1% are vacant. Housing conditions are mixed with some of the homes in very good condition with well maintained yards, while others suffer from deferred maintenance. The size of the homes varies as well, from small to large. The large apartment buildings disrupt the low density, semi-historic character of the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should remain low density residential in character. The existing single-family homes should be rehabilitated and preserved. Increased property maintenance enforcement of the residential properties is needed.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The historical character of the area should be preserved and fostered by sensitive design of new buildings. Consideration should be given to the establishment of an historic district here.

NEIGHBORHOOD SERVICES, FACILITIES, AND AMENITIES. The neighborhood, as part of the larger central area, is lacking in park and recreational facilities, shopping and day care opportunities. Because it is so small, it is not feasible to develop any of these specifically for this area.



1	SINGLE FAMILY	7	MIXED USES	9L	LABOR INTENSIVE CLEAN INDUSTRY
2	MIXED STYLE HOMES	8	MAJOR COMMERCIAL CORRIDOR	9H	HEAVY INDUSTRY
3A	TOWNHOMES	8A	TRADITIONAL RETAIL STRIP COMMERCIAL	10	INSTITUTIONS SCHOOLS
3B	MODERATE DENSITY RESIDENTIAL	8P	PEDESTRIAN-ORIENTED RETAIL STRIP	11	OPEN SPACE PARKS
4	HIGH DENSITY RESIDENTIAL	8R	MIXED RETAIL RESIDENTIAL STRIP	12	HARBOR, AIRPORT
5	URBAN HIGH DENSITY RESIDENTIAL	8M	MIXED OFFICE RESIDENTIAL STRIP	13	RIGHTS-OF-WAY
6	HIGH RISE RESIDENTIAL	8N	SHOPPING NODES	☆	DEVELOPMENT OPPORTUNITY

SUNRISE PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Sutter neighborhood is defined by the very strong physical edges of the Los Angeles River Channel on the north and west, the Union Pacific Railroad right-of-way on the south and bustling Long Beach Boulevard on the east.

This is an older, mixed residential area where, due to the river and railroad routes, traffic circulation is poor. Many narrow and dead end streets exist. Pockets of blighted properties are largely associated with multi-family structures. A section of recently constructed apartment buildings along Ruth Place and Grisham Avenue in the southeasterly section of the study area have deteriorated rapidly. Gang related crimes are on the upswing. Notable land use features are the Dooley's neighborhood center which sprawls over six acres of the LUD 8 area, and the mobile home park and large 4-story apartment that forms the northerly most point of the study area.

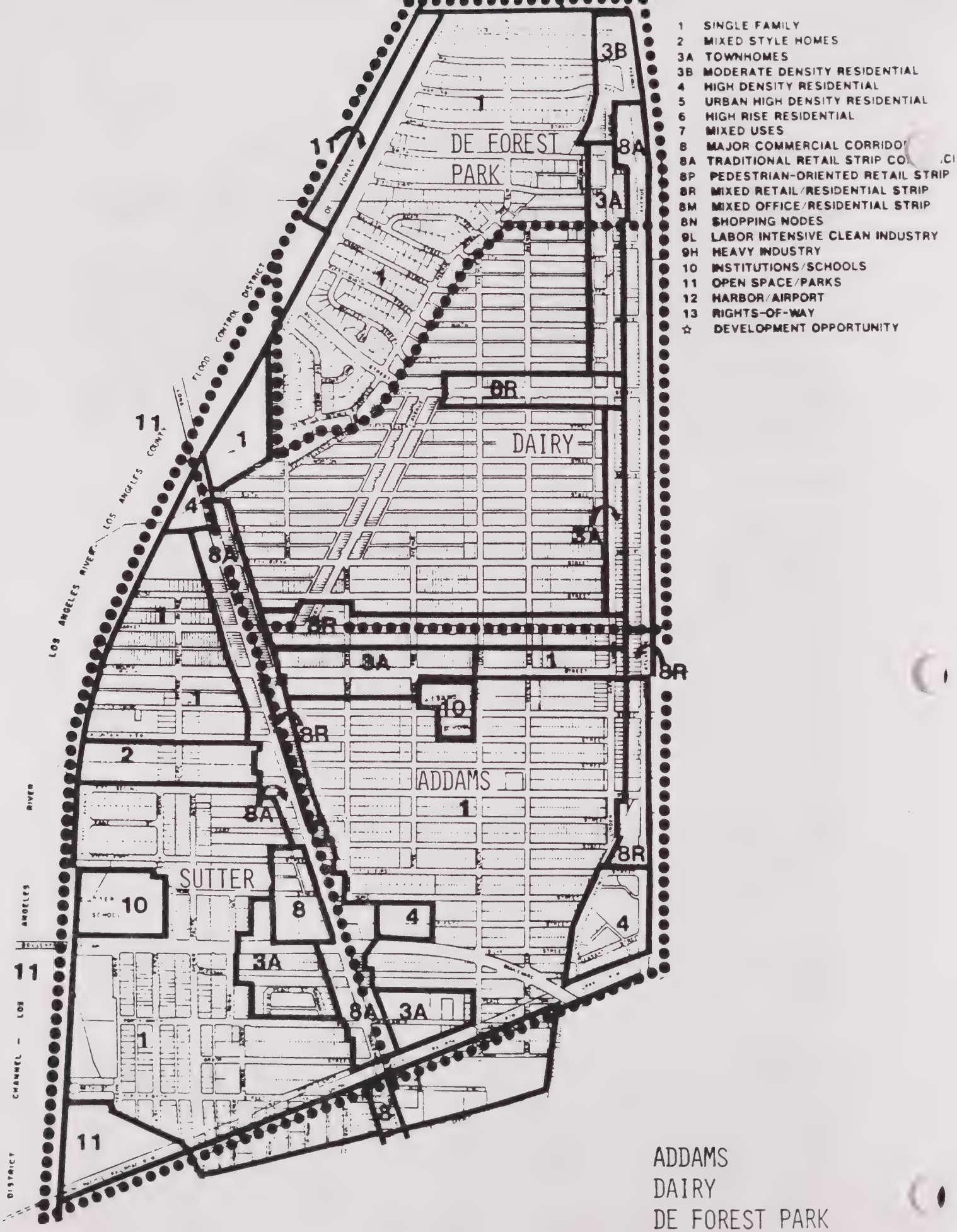
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. It is recommended that the Sutter neighborhood continue to be made up largely of low density residential uses. Single family houses and some apartment buildings should remain the predominant land use types. Due to the narrowness of the streets, dead end westerly streets and predominant single-family land use, the plan designates most of the area for single-family usage to stabilize the neighborhoods. Cheaply designed poor quality housing should not be tolerated. Overall enhancement of the neighborhood is recommended. Rehabilitation of structurally sound buildings is encouraged. Blighted and deteriorated areas should be recycled to better uses. Marginal commercial uses along Long Beach Boulevard should be upgraded to more viable uses. A short unimproved portion of DeForest Avenue north of Sutter School needs to be examined to assess the possibilities for street vacation and appropriate land use(s). Turnarounds for dead end streets should be created.

To prevent negative impact of increased train traffic in the southerly portion of the area, measures such as continuous welded track, noise buffers, limits on hours of operation, landscape treatment and use of enclosed cars for certain materials should be employed in conjunction with any increased use. Also, joint use of the Alameda Corridor Railroad Plan should be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. A composite of mixed architectural styles exists so architectural conformance is only slightly important. Yet the low scale of existing structures should be respected by new developments herein.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Although Sutter Elementary School provides some recreational opportunities to residents here, more youth programs, day care facilities and park space should be provided. Investigating possibilities for utilizing the Los Angeles River Channel and the Union Pacific Railroad Right-of-way for open space recreation is suggested. Junior high and senior high schools are located a distant one and two miles from the area. Although both sides of Long Beach Boulevard are predominantly developed with commercial service and retail businesses, most are out-dated and in need of rehabilitation. The boulevard land uses need to be upgraded and recycled in some cases. Median and parkway street treatments would help stimulate stronger commercial and residential land uses projected for the area.



ADDAMS
DAIRY
DE FOREST PARK
SUTTER

TRAFFIC CIRCLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Traffic Circle is becoming a strongly defined and established neighborhood. The older and new multi-family developments serve as the neighborhood building block. For purposes of general definition, the boundaries of the Traffic Circle are busy Clark Avenue on the east, Hathaway Avenue, Park Avenue and the Los Coyotes Diagonal to the north, Loma Avenue and Reservoir Drive East on the west, and the commercial and institutional edges (bordering the Bryant School neighborhood), Ransom Street, Ximeno Avenue and Pacific Coast Highway to the south.

Developed with a variety of high and low density residential, commercial, institutional and light industrial uses, this area is a growing activity center. Some of the uses relate to each other only internally and do not relate to the greater neighborhood fabric. The triangular area bounded by Los Coyotes Triangle and Pacific Coast Highway is entirely developed with apartment buildings and garden apartments. New multi-family condominium projects are being built along Hathaway Avenue and Pacific Coast Highway in the western quadrangle of Traffic Circle.

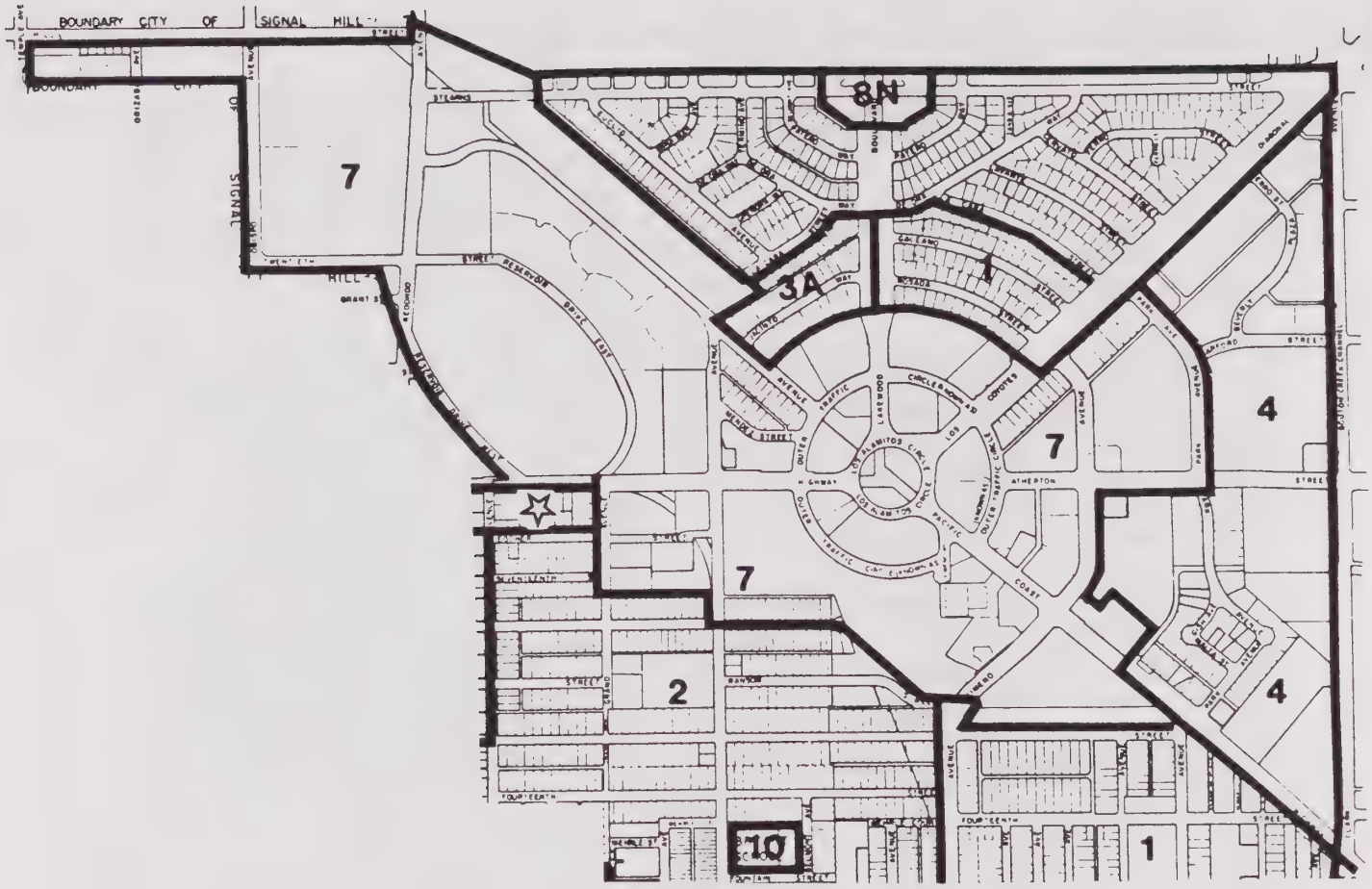
The housing condition is good and lots are well maintained. The new condominium and apartment developments are in excellent condition. Other uses occurring in this neighborhood include: City water tanks, the National Guard Armory, the Post Office, and a variety of commercial and light industrial businesses. The light industrial uses are laid out specifically by Planned Development Districts. Refer to the Activity Center chapter for commercial and institutional uses around the Circle.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. New condominium and apartment developments must maintain high quality design. Existing affordable, multiple-family housing options must continue for the Traffic Circle community. Adjacent viable commercial and light industrial zones are important to retain for the employment opportunities created for area and City residents. Greater internal integration of the various land uses can be achieved by respecting the land use district designations specified for the area. Moderate and high densities in those areas developed with functional and attractive multi-family housing should be maintained. Planned Development Districts have been adopted and are being used to control the intensity of light industrial/commercial and residential activities in the western edge along Hathaway Avenue and along Pacific Coast Highway.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The older multi-family units are typically designed in California 1950's style and the new condominium developments are designed in modern hybrid styles. New infill developments should strive for better design and follow the newly adopted guidelines for R-3 and R-4 development.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The Traffic Circle area offers a wide range of commercial and retail neighborhood facilities. Three schools, Buffum, Bryant and Tucker, are nearby to serve the needs of the younger population. California State University at Long Beach is only a short distance away. Almost equidistant to the center of the Circle are Recreation Park and Stearns Park which, together, offer a good variety of recreational opportunities.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
4 HIGH DENSITY RESIDENTIAL
5 URBAN HIGH DENSITY RESIDENTIAL
6 HIGH RISE RESIDENTIAL
7 MIXED USES
8 MAJOR COMMERCIAL CORRIDOR
8A TRADITIONAL RETAIL STRIP COMMERCIAL
8P PEDESTRIAN-ORIENTED RETAIL STRIP
8R MIXED RETAIL/RESIDENTIAL STRIP
8M MIXED OFFICE/RESIDENTIAL STRIP
8N SHOPPING NODES
9L LABOR INTENSIVE CLEAN INDUSTRY
9H HEAVY INDUSTRY
10 INSTITUTIONS SCHOOLS
11 OPEN SPACE PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

TRAFFIC CIRCLE

WASHINGTON SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

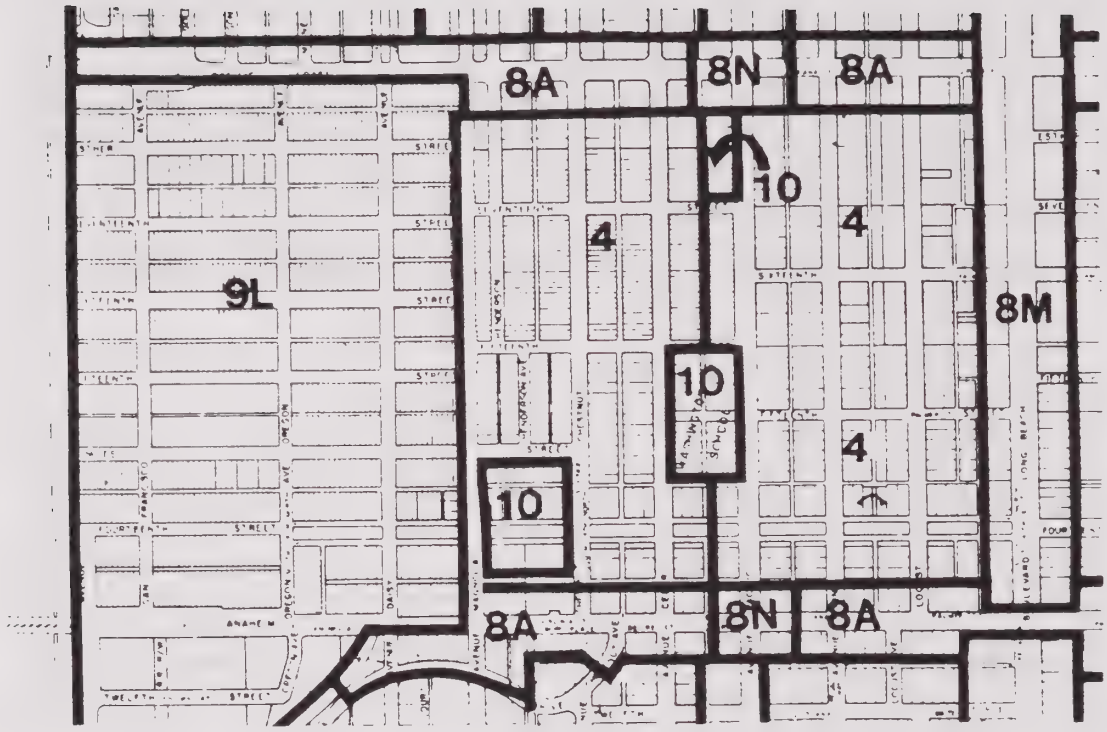
Defined by strong commercial and industrial land uses along major thoroughfares which ring the area on three sides (Anaheim Street, Pacific Coast Highway and Long Beach Boulevard), predominantly multi-family residential uses with a proliferation of institutional and social services comprise the area. Washington Elementary School, the County Health Department, a convalescent home, Employment Development Division offices, and two rescue missions are located here. Substandard alley and lot widths present problems, as does poor housing maintenance and many heavily deteriorated structures. Owner occupancy rates are the lowest in the City at about 5.6%. Overcrowding, poverty, crime, blight, gang activity and transient problems (associated with the concentration of social services) plague the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should continue to offer affordable multi-family housing, but overall densities should be reduced. Recycling of blighted and deteriorated properties is encouraged. Intensifying property maintenance enforcement utilizing the task force approach involving Fire, Police, Planning and Building, and the Community Development Departments, is recommended. Encouraging and promoting opportunities for providing owner-occupancy of housing units is suggested. In some areas, development incentives, including those permitted by Sedway Cooke guidelines, should be allowed to encourage recycling. Further concentration of social services should be discouraged. Widespread new, high density residential development should be disallowed. Overcrowding is a major problem and it must be eradicated.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance should not be considered critical or mandatory. However, adopting a policy of respecting the overall scale of the properties and buildings expected to remain in an area is advised.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Opportunities to create park space, recreational facilities and off-street parking are necessary. Transforming the 14th Street median into a linear passive park may be workable and should be studied. The location of more social service agencies in this area should be discouraged. Upgrading of the physical appearance, the schools and the shopping facilities of the area is in order.



1 SINGLE FAMILY
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3A TOWNHOMES
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9H HEAVY INDUSTRY
10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

WASHINGTON SCHOOL

WEST VILLAGE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

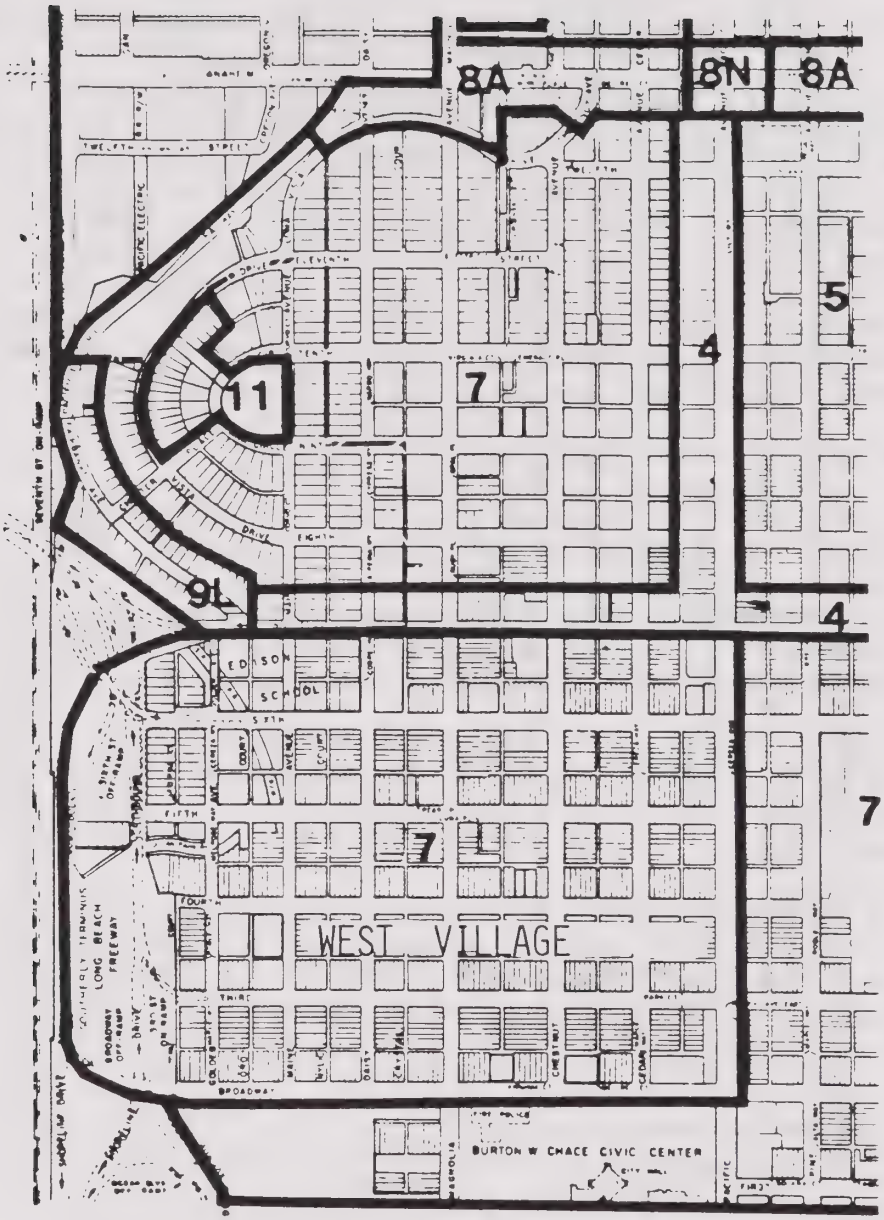
Existing land uses in the West Village area are predominantly residential with some commercial and institutional as well. It is bordered on the west by the strong physical barrier of the Long Beach Freeway, and by the new World Trade Center on the southern edge. 7th Street provides a separation on the north and Pacific Avenue is on the east. Existing residential uses range from single-family to old smaller multi-family buildings with large areas of substandard housing abutting new, larger scale multi-family developments. Land values have increased, and speculation in land is high due to the proximity of the World Trade Center and the Downtown Redevelopment Project. This speculation has left many properties in a "holding pattern" of deterioration. The area suffers from a lack of park space, insufficient school facilities, insufficient neighborhood-serving retail, and lack of streetscape amenities. This area is identified in the Downtown Urban Design Plan as a major source of urban style housing for future employees of downtown businesses.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The West Village neighborhood is important because of the opportunity that it offers as a downtown residential neighborhood. Major recycling must occur for this to happen. The development policy for the West Village neighborhood is to recycle from existing substandard residential uses to new, moderate and high density multi-family housing. Moderate scale, low rise housing is recommended for the bulk of the area and high rise/high density for a select corridor west of Golden between Broadway and 3rd Street. The Planned Development District Ordinance for Downtown West, adopted in 1984 and amended in 1985 and 1987, outlines each of the uses for subdistricts identified in this Neighborhood. Mixed residential and commercial subareas are allowed. Developing appropriate residential, office commercial and retail uses is critical to providing the proper conversion of this area from an overcrowded, crime plagued fringe area to an attractive, active, viable downtown living environment. While it is recognized that current market trends are postponing a good deal of the private investment which is encouraged here, creating the atmosphere so that investment can occur in the future is essential. Meanwhile, increased policing of the area is recommended. Health inspections, police patrols and property maintenance code enforcement should all continue with regularity to keep the problems of this conversion to a minimum. Moderate to high residential densities should be predominant. High rise, high residential densities should also occur within the area west of Golden between Broadway and 6th Streets, and within the strip between 3rd Street and Broadway. The adopted Planned Development District Ordinance for the area is specific with regards to densities for all 7 subdistricts within the neighborhood west of Magnolia. This ordinance will be amended upon the adoption of the overall Downtown Planned Development Plan. A follow-up study should be made of the recommendation in the Downtown Historic Survey of 1988 that a part of the West Village has the potential for designation as a historic district. This study must weigh the possibility against the need for general recycling in this depressed neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design is important in this urban village and will be controlled by the P.D. and Design Guidelines for Downtown.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is lacking any kind of community cohesion and focus. Creation of a neighborhood park is essential. New development should be required to provide useable private recreation spaces. Neighborhood retail commercial activities should be provided to residents in the West Village. Encouraging the location of a much needed grocery or supermarket in the area is recommended. Day care, including large facilities, should be encouraged.



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12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

WEST VILLAGE
WILLMORE CITY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

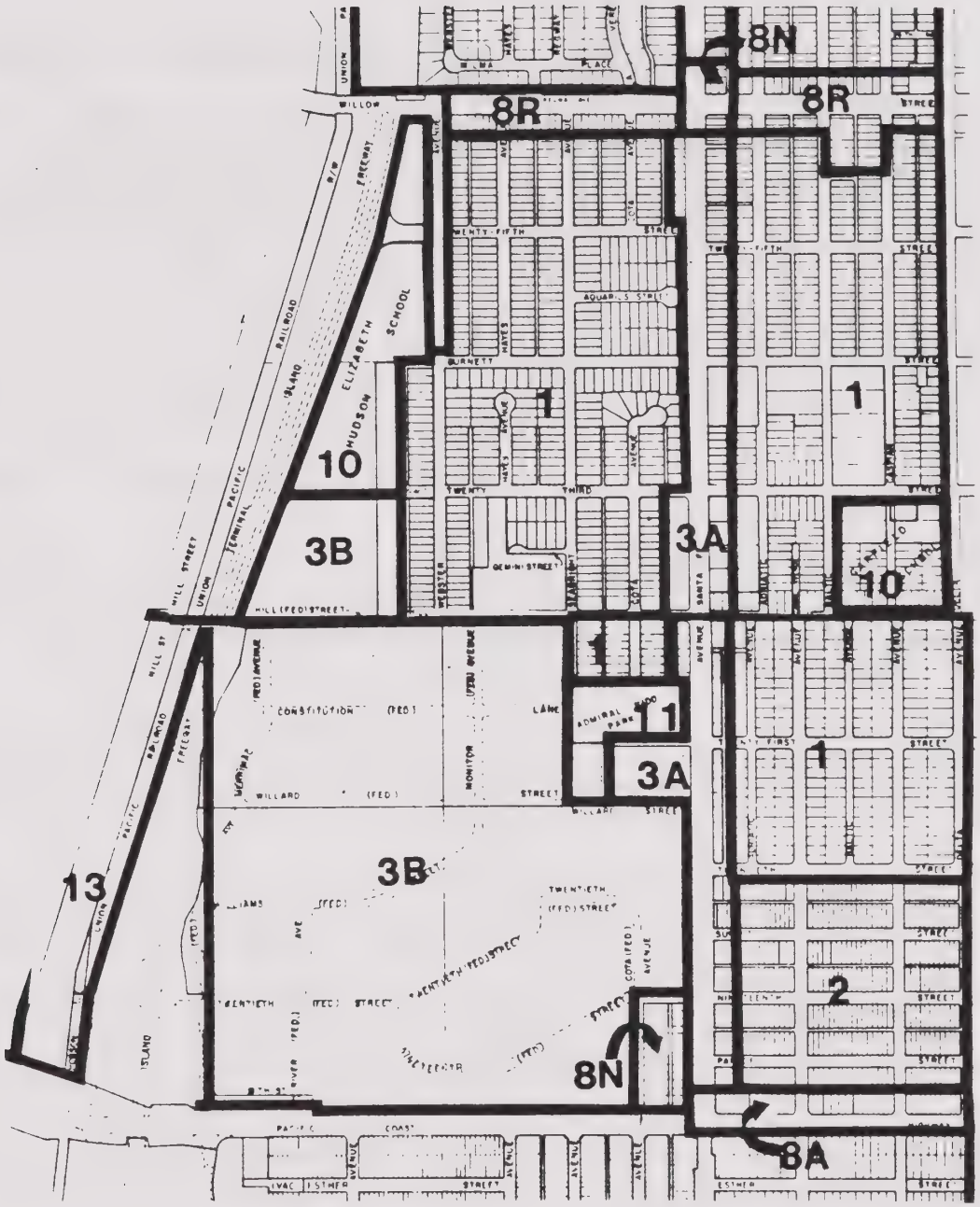
The Westside neighborhood has very strong physical edges. On the west it is delineated by the Union Pacific Railroad lines and the Edison Right-of-way; on the north it is bounded by Willow Street; to the east is the Los Angeles River Channel; and the south, Pacific Coast Highway and 20th Street. A moderate income area was developed here in the post World War II housing boom. Most of the housing is single-family, including that portion devoted to Navy housing. Maintenance of the housing stock ranges from fair to good. Commercial uses located along Santa Fe Avenue and Willow Street are marginal or dilapidated, with much tenancy turnover. The Westside Long Beach Association represents area residents and is a strong organization. Crime, drug trafficking and gang activity plague the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining the largely residential character of the area is recommended. Single family homes should retain their prominent position in composing this character. Navy housing units should be increased by allowing multi-family units within their compound. Deteriorated commercial strips should be rehabilitated or recycled depending on the market interest. Recycled commercial areas should be used for housing, as shown on the map.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance in the Westside is considered critical with regards to scale. The small, low profile of existing single-family homes must be respected. New multiple-family structures, where allowed, should be designed to conform to the guidelines recently adopted.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has sufficient neighborhood retail businesses but many are in a state of disrepair and need upgrading. Neighborhood schools include Garfield and Hudson Elementary Schools. Admiral Kidd and Hudson Parks serve the area, but Admiral Kidd needs to be expanded.



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13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Sandwiched between Santa Fe Avenue, the Long Beach Freeway, Pacific Coast Highway and 20th Street, the principal function of the Lower Westside is that of a family-oriented residential area. Generally its appearance is that of a low to lower-middle income area with more single-family homes located north of 19th Street and a mix of single-family and multiple-family buildings along Parade Street, some of which are very overcrowded and quite deteriorated. A large Navy housing project located to the west is walled off from the rest of the community. Commercial activities are found along Santa Fe Avenue and Pacific Coast Highway. However, Santa Fe Avenue has been rezoned to phase out marginal commercial uses and some new residential development has occurred. Drugs, gangs, crime and graffiti are problems within this neighborhood.

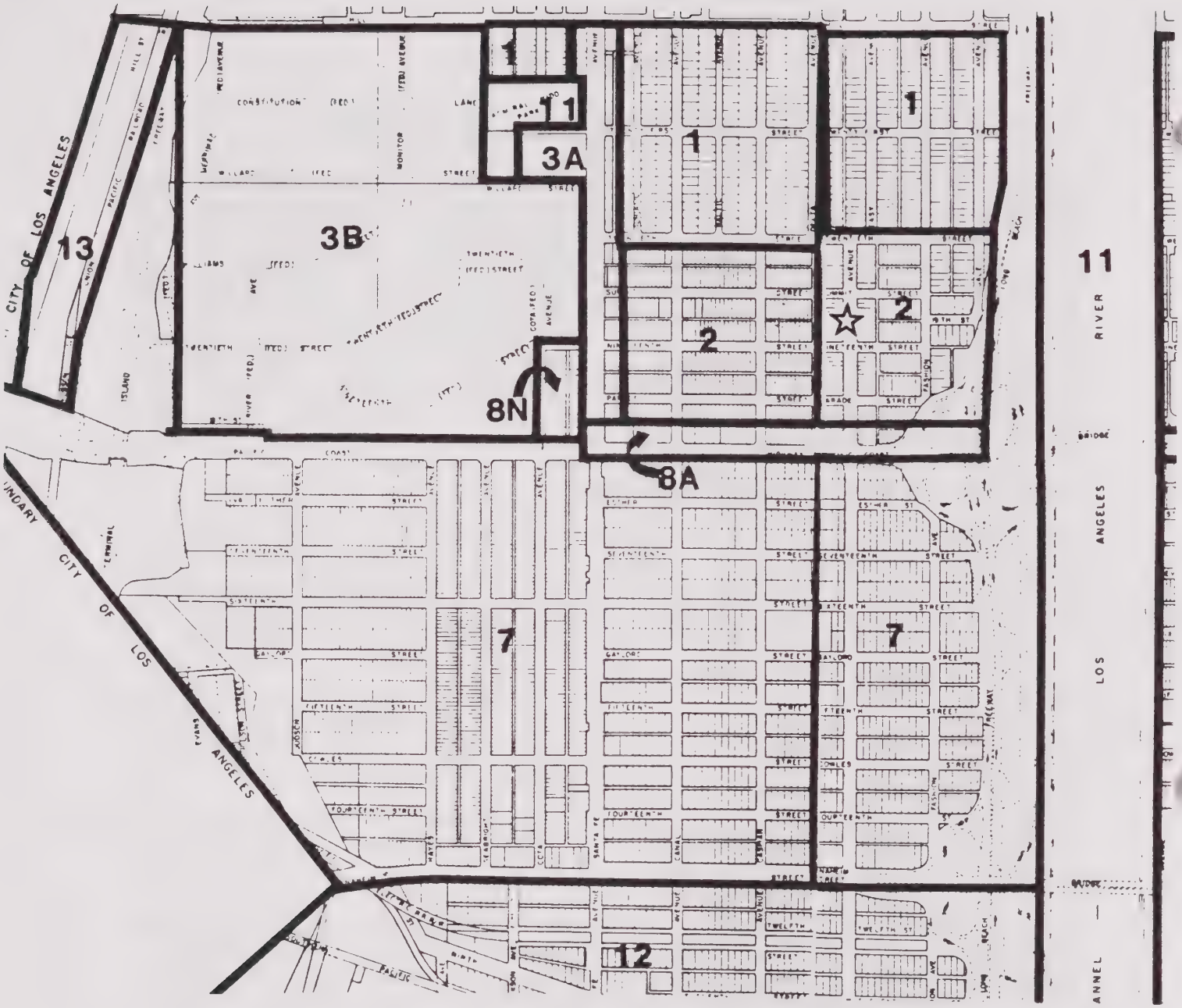
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The Lower Westside should continue to be primarily residential in character. Non-conforming and marginal commercial uses along Santa Fe should continue to be phased out. Low to medium densities should prevail. Overcrowding should be eradicated. Multiple family housing which is deteriorated should be recycled or rehabilitated, whichever may be more appropriate to the particular site.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural compatibility is not important for the Lower Westside. However, it is recommended that north of 19th Street the scale of single-family dwellings be respected. South of 19th Street, infill duplexes should respect the scale of neighboring existing buildings.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Nearby Admiral Kidd Park is slated for expansion. Street trees are needed, as is a viable neighborhood supermarket. School facilities are adequate.

DEVELOPMENT OPPORTUNITY. The multiple residential properties (two units and above) which are dilapidated present a development opportunity for an extensive single-family home subdivision. It can be developed now because there is a demand for low density, moderate-priced homes. Also, the cost and possibility of land acquisition are promising since many properties are close to becoming economic liabilities and are recycling candidates. In addition, market potential is strong (if cost of purchase can be low).



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☆ DEVELOPMENT OPPORTUNITY

LOWER WESTSIDE

[PCH TO 20th,
Santa Fe to
L.A. River]

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Los Angeles River Channel and the Long Beach Freeway form strong boundaries along the east side of the Upper Westside neighborhood. The Southern California Edison easement adjacent to the Union Pacific Railroad Right-of-way creates an equally strong border to the west and north. The southern boundary is Willow Street.

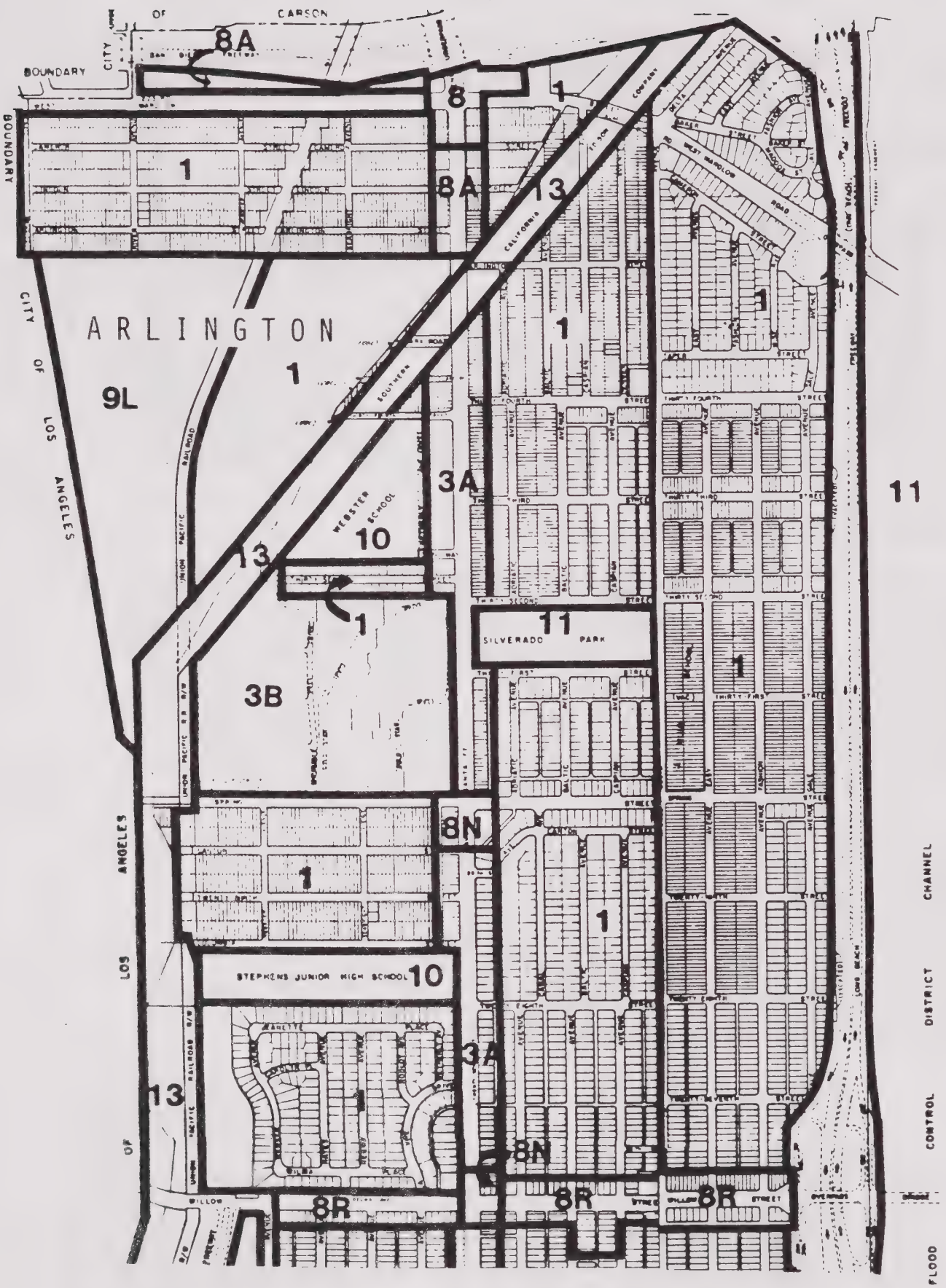
The Upper Westside is a moderate income residential neighborhood of mostly single-family homes with some limited multi-family structures. Primarily developed during the 1940's, small lots with small modest houses are generally found to be in fair to good condition. Owner occupancy is about 15 percentage points above the Citywide average, but overcrowding is a problem in some spots. The area is heavily populated by minorities, and female heads-of-households are on the rise. Gang activity is a problem here.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal type of land use should remain low density residential. Preserving and maintaining the largely single-family character of the area is recommended. Continuance of vigorous enforcement of building and property maintenance provisions of the Long Beach Municipal Code to protect the housing stock and to prevent deterioration of the neighborhood is also recommended. Sporadic pockets of deterioration must not be allowed to become widespread. Density should be low. In 1980, 16% of the units in the Upper Westside were overcrowded as compared to the Citywide average of 6%. Overcrowding should be eliminated. Recycling of dilapidated apartments along the 3400 block of Santa Fe Avenue to lower density (4 units per lot) residential is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural uniqueness or style is not an important factor here. Mainly, architectural conformance to scale is critical. The small scale single-family home should be respected with regards to infill development in the area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has sufficient on-street and off-street parking, schools, park space and tree lined streets and avenues throughout. The City should encourage the private sector to locate a supermarket in the northern part of the Upper Westside.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
3A TOWNHOMES
3B MODERATE DENSITY RESIDENTIAL
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9H HEAVY INDUSTRY
10 INSTITUTIONS/SCHOOLS
11 OPEN SPACE/PARKS
12 HARBOR/AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

ARLINGTON
UPPER WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Clearly defined by the Los Angeles River Channel, Anaheim Avenue, 7th Street and Pacific Avenue, the Willmore City area is developed with a mixture of residential structures of various types and sizes ranging from single-family homes to dense multi-family apartments.

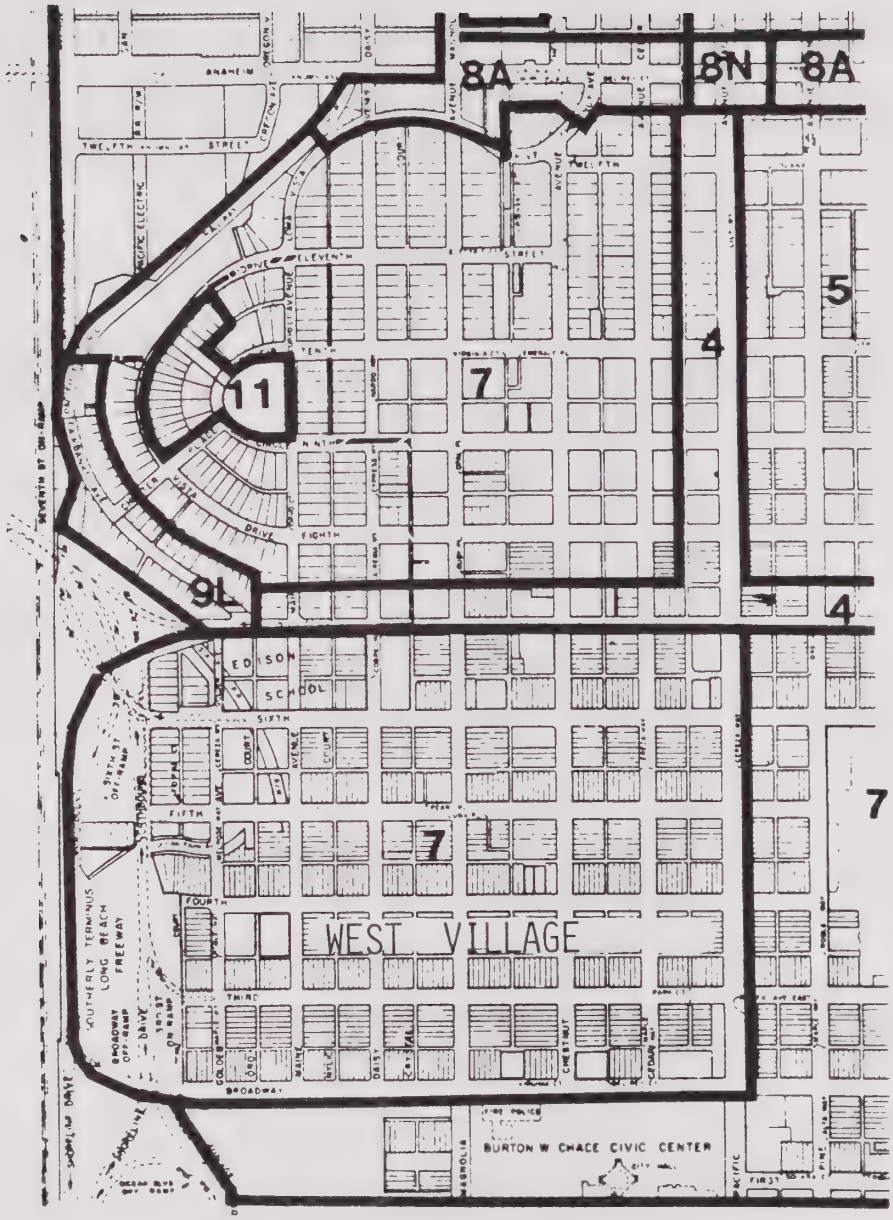
No discernible housing pattern is evident. Some of the oldest housing stock in the City is here. Some original and historic structures have been restored; some demolished and replaced by prematurely dilapidating, overcrowded, apartment buildings. Owner-occupancy is extremely low. Commercial uses are located along the major arteries of Anaheim and Pacific Avenues. A small, inadequate commercial node is located at 10th Street and Daisy Avenue. Industrial uses are well separated from residential by changes in topography. Drake Park serves as the open space for the area and is heavily utilized. An historic district known as Drake Park is located within the Willmore City neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Willmore City homeowners are struggling to rehabilitate and preserve historic single-family homes and duplexes in a neighborhood of mixed densities and deteriorated conditions. For those structures with architectural or historic interest, rehabilitation is the proper policy. Recycling of the remaining structures is also needed in order to upgrade the area. Health and property maintenance codes should receive more emphasis and enforcement. Police patrols should be increased and neighborhood organization encouraged. The Planned Development District Ordinance should be amended to list specific commercial uses best suited to the area. Existing densities need to be reduced. Amending the Planned Development District Ordinance to eliminate incentives and replacement clauses is also recommended. Reducing overall density permitted to that of duplex zoning will help to reduce overcrowding tendencies, relieve the severe parking shortage and encourage a higher rate of owner-occupied housing.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural design guidelines should be adopted for the Willmore City area. With respect to historic structures, conformance to architectural style, quality and design is assured by the Cultural Heritage Commission's review of all proposals in the historic district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Providing additional park space and recreational opportunities is necessary. Efforts to locate a neighborhood supermarket or grocery store in the area should be supported. Alleviating overcrowding at local schools is recommended as well. Day care should be encouraged.



1 SINGLE FAMILY
2 MIXED STYLE HOMES
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11 OPEN SPACE PARKS
12 HARBOR AIRPORT
13 RIGHTS-OF-WAY
☆ DEVELOPMENT OPPORTUNITY

WEST VILLAGE
WILLMORE CITY

WILSON HIGH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

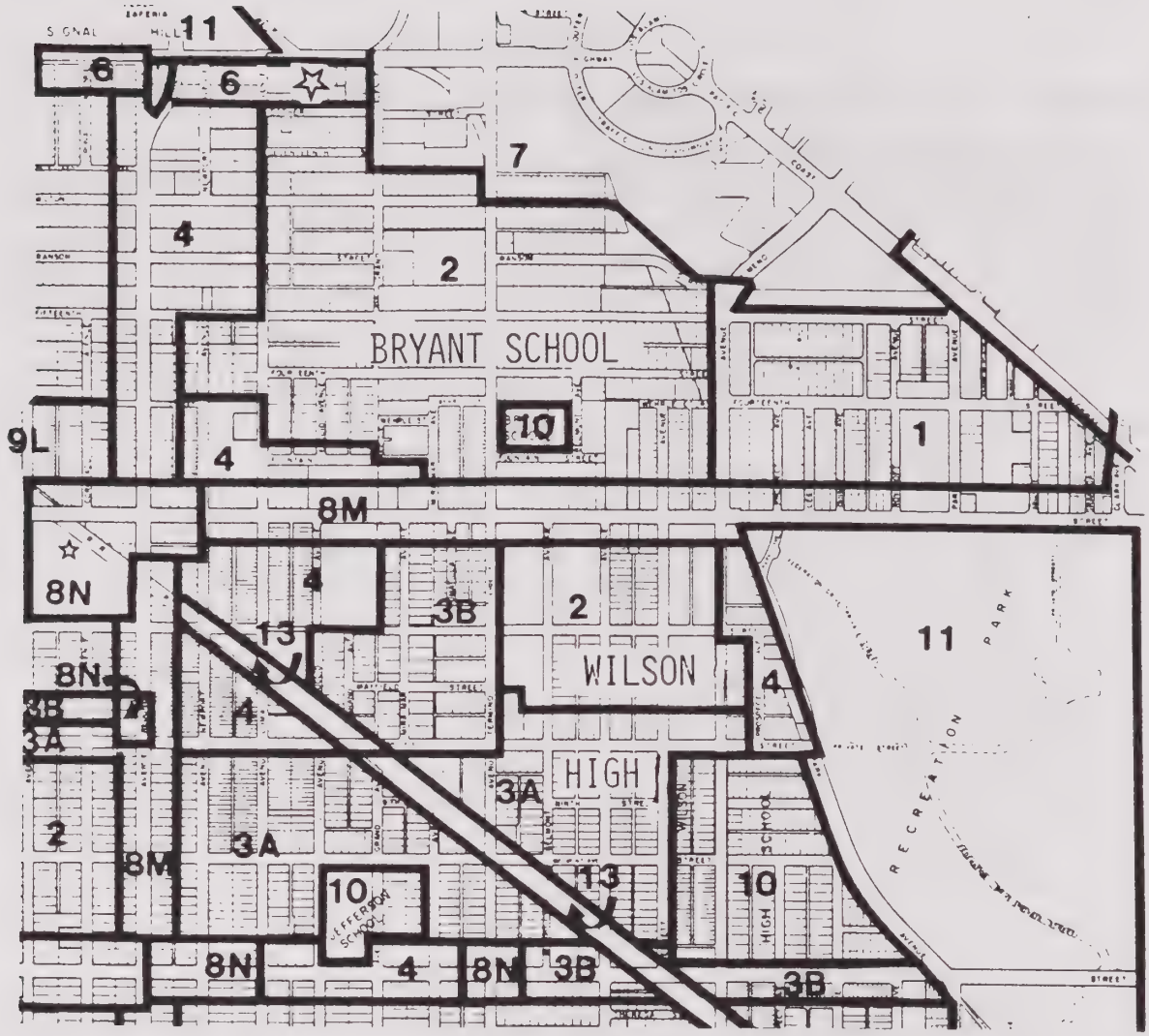
The Wilson High neighborhood is bordered on three sides by busy commercial and traffic corridors: Redondo Avenue, 7th Street and Anaheim Street. To the east, Recreation Park is a strong green edge/boundary and an amenity that increases the value of this neighborhood. The vacant Pacific Electric Right-of-way diagonally bisects this neighborhood. This is basically a low to moderately dense residential neighborhood with single-family, duplex and apartment buildings built here. Historically, this area has had a moderately low density texture, most structures being one to two stories high. However, recently Wilson High has experienced higher density infill development. Old homes were cleared and single lot 8-9 unit apartment buildings rose up. These new developments are three stories high, too dense, of mediocre design quality, and largely incompatible with the surrounding context, and inconsistent in scale and texture. Still, a good portion of the remaining single-family houses, (34% built before 1940 and another 20% built during the 40's), are in good condition despite their age. Property maintenance is also good, in spite of a very low owner-occupancy rate (23% in 1980). The Pacific Electric Right-of-way, which has been vacant for nearly 30 years, breaks up the grid pattern here and creates dead end streets and quiet sub-neighborhoods. Commercial businesses exist along the periphery on 7th Street, Redondo Avenue, and Anaheim Street. The Wilson High neighborhood serves as a quality neighborhood for renters and property owners of middle income. With close proximity to schools, Wilson High could be the ideal neighborhood for young middle income families who rent or own. Because of an absence of student parking, however, the school adversely affects curb-side parking during school hours.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The middle income affordability of the nice, varied housing in"Wilson High should be sustained. Well-built, older housing should be enhanced and preserved. Dilapidated housing stock should recycle to appropriate infill housing units. New units must respect appropriate design guidelines and neighborhood context. Mid-density infill development of quality design should be allowed if compatible with the surrounding neighborhood context. Commercial areas should be preserved and enhanced. Seventh Street frontages should be converted to higher density housing. Future potential problems associated with "too high density" have been curbed for the area east of Termino Avenue by downzonings. Still, some population growth is appropriate.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recent developments of typically California "apartment style" buildings have replaced small Mediterranean and Mission bungalow homes. Yet those two styles of housing have not been respected by these new developments as they should have been. New infill housing stock will be required to follow the guidelines adopted for multi-family units. Scale, bulk, height and compatibility with existing units are critical factors in the architecture of neighborhoods such as Wilson High.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area has many amenities: close proximity to the coastal beaches, low density, older homes, and the entire east boundary abuts 63 acre Recreation Park. Wilson Senior High School and Jefferson Junior High are located within its boundaries. Neighborhood commercial and retail businesses are located along three major perimeter routes. Expansion of both schools as the young students move up in the system, is probably necessary in the not too distant future and should be a coordinated effort based on school needs, City needs, and neighborhood needs.



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☆ DEVELOPMENT OPPORTUNITY

BRYANT SCHOOL
WILSON HIGH

WRIGLEY HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Wrigley Heights is distinctly separated from adjacent North Wrigley. Wardlow Road is a busy traffic corridor and a strong border between Wrigley Heights and North Wrigley to the south. The topography also changes and the land becomes hilly in Wrigley Heights. Streets and lots curve to fit the topography, but are of standard sizes and widths.

The largest portion of this neighborhood is developed with older, single-family homes. Another portion, along the Los Angeles River Channel, is used for boarding horses, and oil operations can also be found there. A few new townhome developments exist as well. Almost 80% of the homes were built in the 1940's. Eight-five percent of the housing units are owner-occupied, contributing to the overall stability of the neighborhood. The homes are well maintained and in good condition despite their age. This is a strong, middle income single-family neighborhood. All age groups are represented. Some incompatibilities can be found between the horse properties and the single-family neighborhoods. Oil properties are a less desirable land use near residential uses as well. A limited commercial area exists at the corner of 34th Street and Pacific Place.

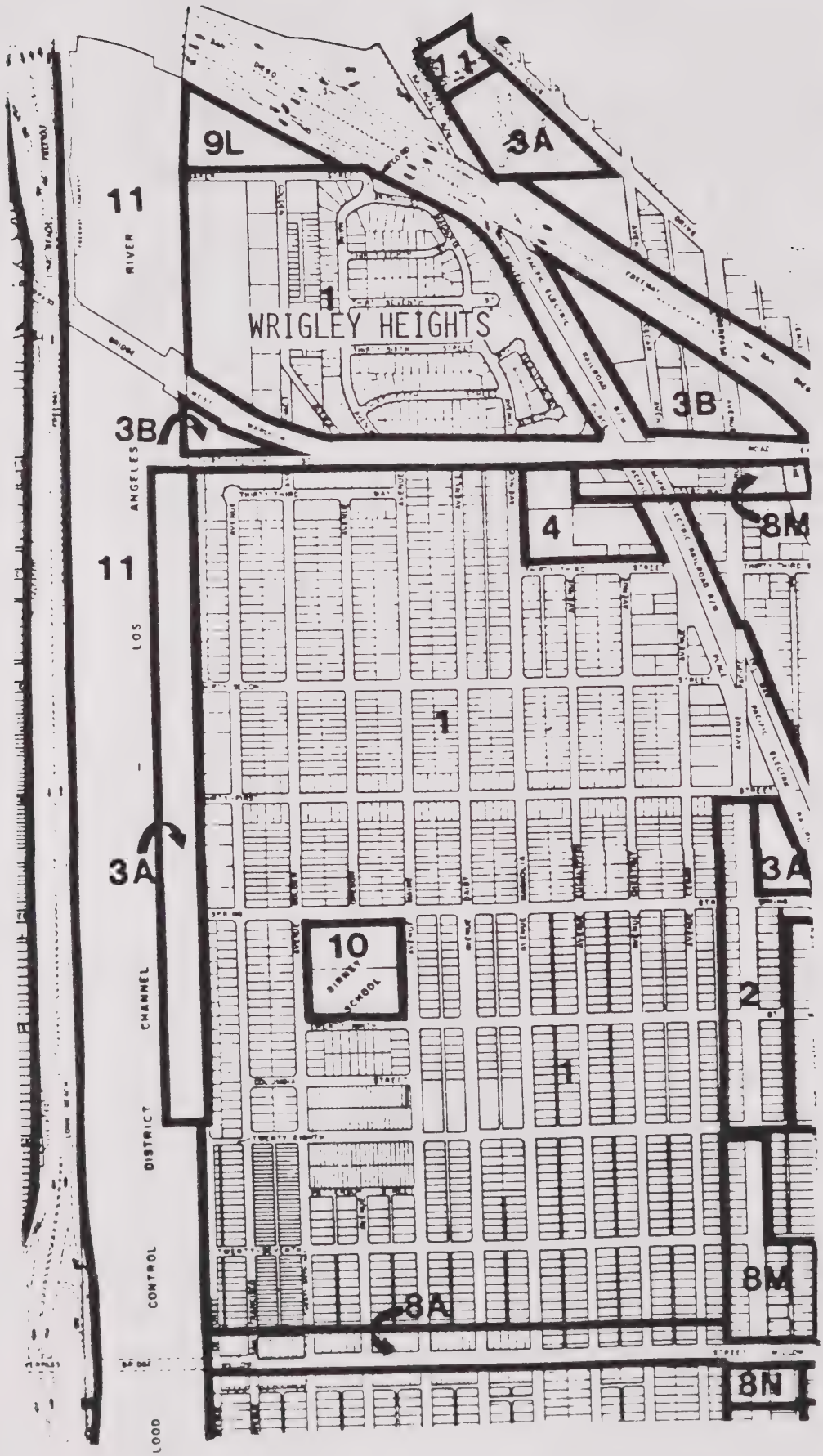
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Protecting and retaining the largely single-family residential uses in Wrigley Heights is of paramount importance. Over time, the horse and oil properties should be recycled to more residentially compatible uses. The quality, affordable housing stock and this unique, hilly landscape must be preserved. Overall density should remain low. Areas of multi-family housing should not be allowed.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Predominantly one-story "classic tract" homes from the 1940's, the small scale and low profile of these quaint, tree lined housing tracts should be preserved. New housing must respect the single-family nature of the area. New structures must conform to zoning and design guidelines as well.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This is a neighborhood with strong physical boundaries. They isolate Wrigley Heights from potentially nearby neighborhood services, educational and recreational opportunities. The dynamic growth that may take place as horse and oil properties are replaced should accommodate this neighborhood's need to acquire some public recreation opportunities. This area lacks a neighborhood elementary school as well. Joint school-City open space and educational uses should be provided, especially if the population begins to swell. Especially needed in the retail sector is a nearby grocery story.

NEIGHBORHOOD DEVELOPMENT OPPORTUNITY. At the northwest corner of Wardlow Road and Golden Avenue a low density, moderately priced single-family subdivision can be developed now because the oil operation is relocating to the north. Market potential is strong for moderately-priced single-family homes. This development opportunity will replace the highly incompatible oil processing and horse exercising facilities with compatible single-family homes.



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☆ DEVELOPMENT OPPORTUNITY

NORTH WRIGLEY
WRIGLEY HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

North Wrigley has strong neighborhood boundaries. The Los Angeles River Flood Control Channel and a long, narrow vacant tract of land (now the DeForest Planned Development District) serve as the western edge. Wardlow Road to the north separates Wrigley Heights from North Wrigley where the development pattern changes due to the topographic variation. On the east, again topographic changes play a part where the Pacific Electric Right-of-way, Spring Street and Long Beach Boulevard separate North Wrigley from the Memorial Heights neighborhood. On the south, Willow Street is the boundary.

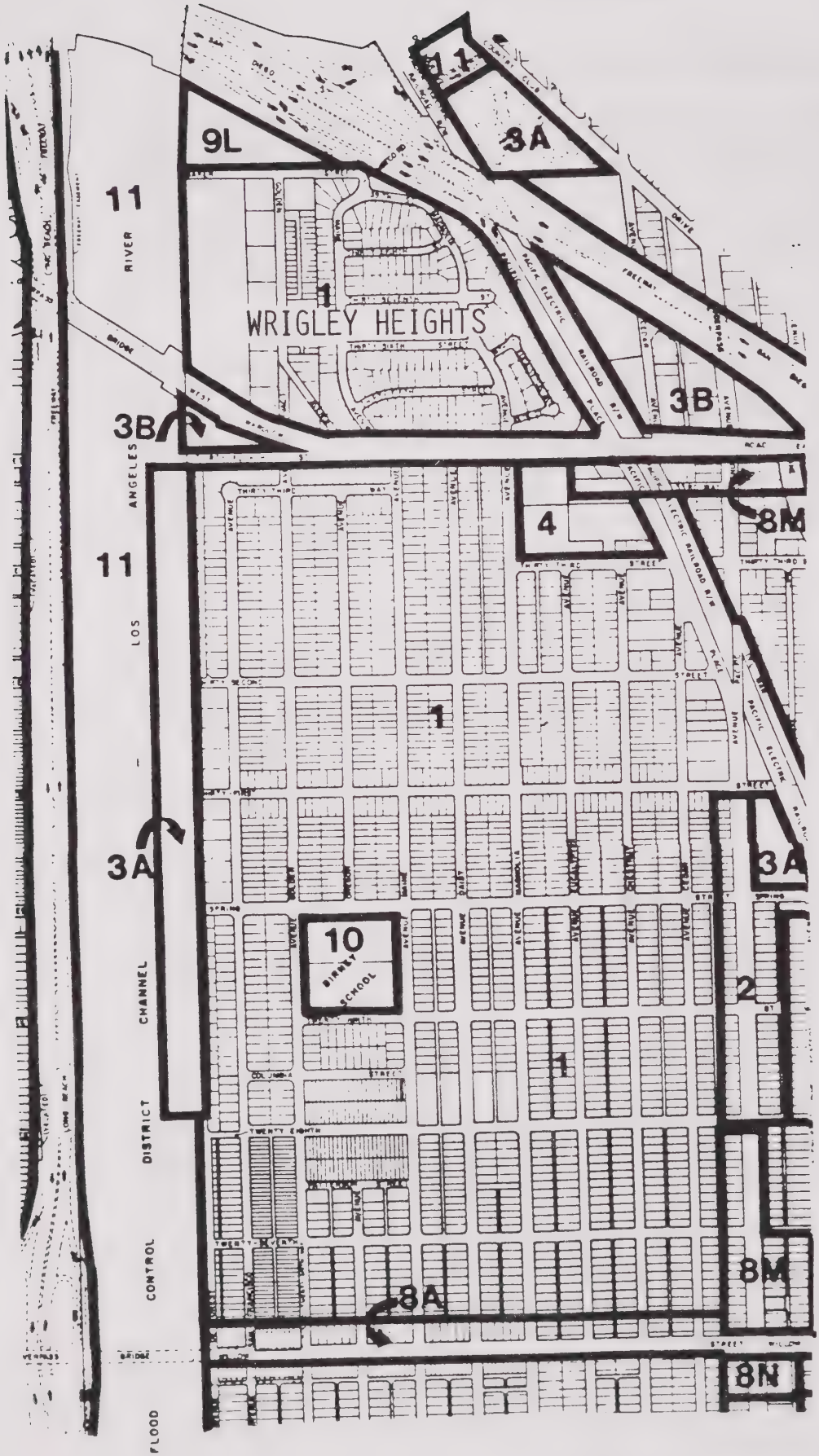
Primarily developed with modest one-story single-family homes, North Wrigley serves as a quality, middle class neighborhood which offers affordable housing to young families and singles. The majority of the existing housing was built during the 1940's, although 13% was constructed prior to 1940. 66% of the units are owner-occupied, a much higher rate than the Citywide figure. Homes are well kept and overall the housing stock has improved over the past few years. A variety of commercial and automobile related uses are located along Long Beach Boulevard and Willow Street.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The single-family residential land use which predominates now should be retained in the future. Multiple family and commercial uses should remain restricted to corridors along major arterials. Recycled oil properties and commercial parcels should be examined for potential use as residential and neighborhood retail in conformance with the map. The overall low density character of North Wrigley should be preserved. However, moderate to higher density multi-family units should be allowed along certain major streets.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Except for a small percentage of older, Mediterranean and Spanish style homes, most of the housing found within North Wrigley is nondescript in terms of architectural styling. Thus, architectural conformance (except for the select and distinct styles), is only considered mandatory with regards to respecting the overall small, one-story, residential scale of these homes.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The variety of land uses in this neighborhood gives residents easy access to recreational opportunities (i.e., Veterans Park), school (Birney Elementary), hospital and medical care (across the right-of-way is the Memorial Medical Center), and some commercial/retail businesses. However, larger scale convenience shopping facilities for this large market area need to be developed nearby.



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☆ DEVELOPMENT OPPORTUNITY

NORTH WRIGLEY
WRIGLEY HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

South Wrigley is an older residential neighborhood bounded by the strong edges of the Los Angeles River Flood Control Channel on the west, Willow Street on the north, Pacific Avenue on the east and Pacific Coast Highway to the south.

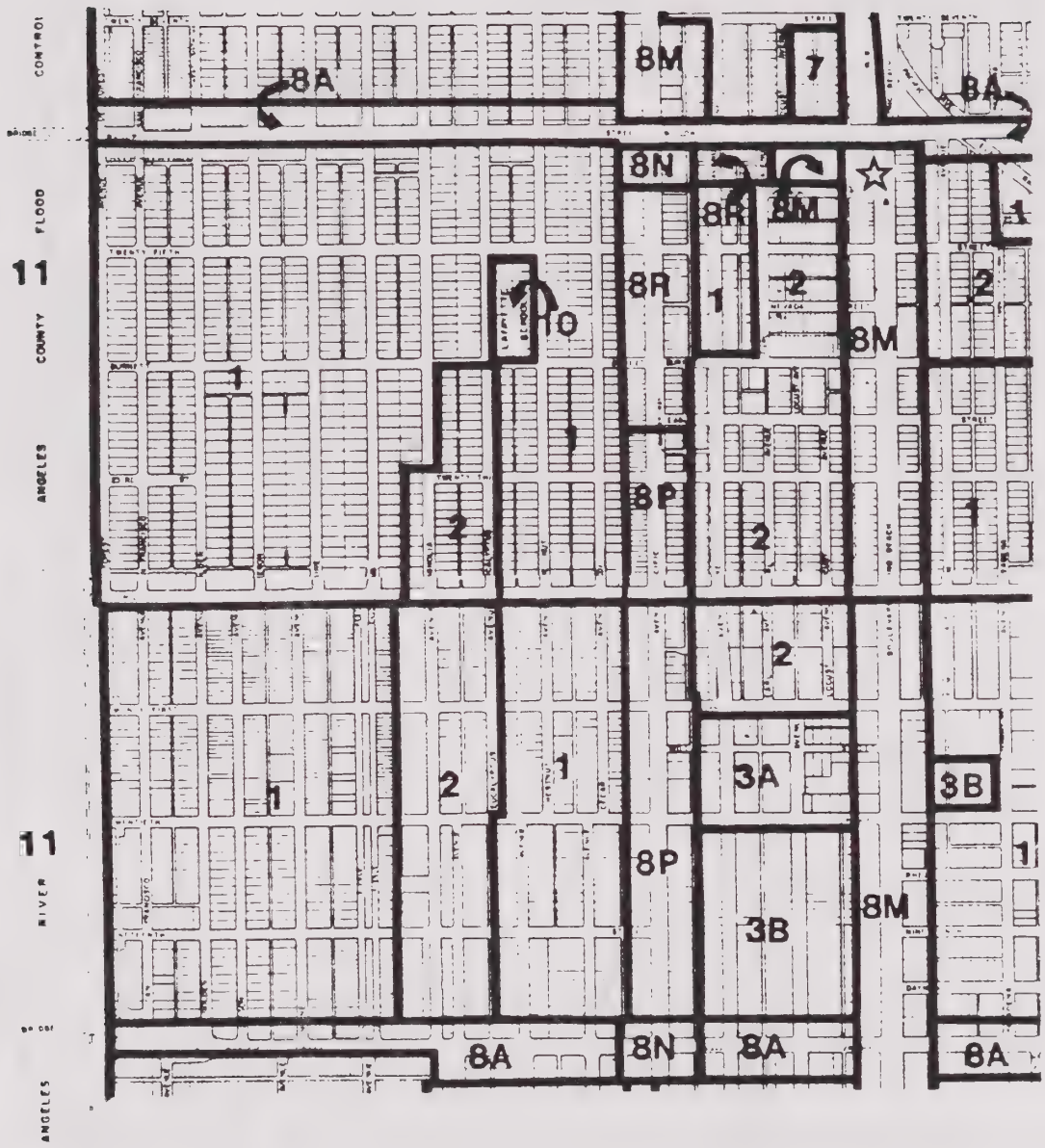
It is primarily developed with one-story single-family homes, 35% of which were built prior to 1940. Only 2% were built between 1970 and 1980. In spite of the fact that only 28% of the housing stock was owner-occupied in 1980, most homes are in relatively good condition. The neighborhood serves as an affordable area for low and middle income families and individuals. Commercial, retail and office uses are located along Pacific Avenue, Willow Street and Pacific Coast Highway. LaFayette Elementary School is located here, but no public parks are found within this neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Single-family dwellings should continue to be the dominant land use in South Wrigley. New uses which are incompatible with a single-family living environment should not be permitted. Subdivisions resulting in smaller lot sizes also should not be allowed. Commercial uses should predominate along Willow Street, Pacific Avenue and Pacific Coast Highway. Existing low densities should be maintained. Substandard lots along Daisy Avenue and fractional lots along Magnolia and Henderson Avenues may require special attention.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. South Wrigley has a strong preponderance of older Mediterranean and Mission style single-family homes. Some of these have historical and architectural qualities worth preserving. Encouraging their preservation and protecting them from negative abutting influences is recommended. It is recommended that the City's Cultural Heritage Commission investigates the possibility of declaring the 2000 and 2100 blocks of Eucalyptus Avenue as an historic district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood lacks park space, recreational facilities and off-street parking in older multiple unit buildings. Consideration should be given to developing the Daisy Avenue median as a linear passive recreation park at some future date. Incentives for developing new day care centers should be provided.



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SOUTH WRIGLEY
SOUTHEAST WRIGLEY

[PACIFIC TO L.B. BLVD., P.C.H. TO WILLOW ST.]

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the south by Pacific Coast Highway, on the west by Pacific Avenue, on the north by Willow Street and on the east by Long Beach Boulevard, this neighborhood was developed with apartment buildings when the rest of the Wrigley Community was built up with spacious single-family homes. The major arterials around the periphery of this neighborhood, and problems of prostitution, crime and drug dealing negatively affect the area. Consequently, maintenance is kept to a bare minimum, causing further dilapidation. In addition, a severe lack of off-street parking means that residents are forced to park in the street, further increasing congestion problems.

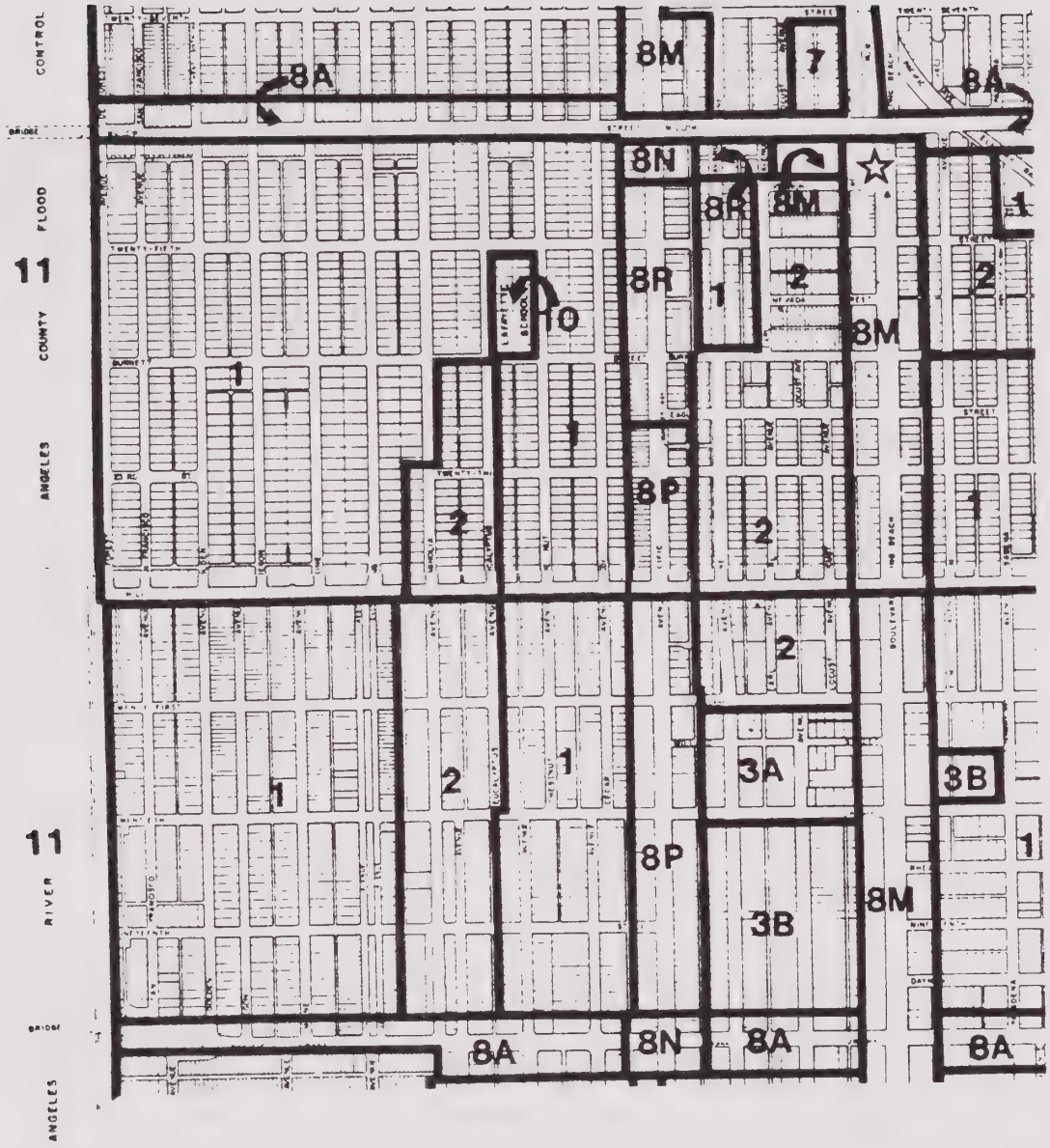
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Deteriorated structures must be rehabilitated or replaced. Maintaining the overall residential character of the area is recommended. Enforcement of property and building maintenance codes is recommended. Encouraging land assembly of lots and recycling of blighted areas is also advised. Overall residential densities for the Southeast Wrigley neighborhood should remain medium to low. Recycling dilapidated apartment buildings with moderate to low density condominium developments is encouraged. Retaining the multi-family development pattern is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recently adopted design guidelines for multiple-family development will help to ensure quality design in future recycling of multiple-family buildings. Following these guidelines is of paramount importance in the Southeast Wrigley neighborhood.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is currently served by Veteran's Memorial Park, but more park and recreation facilities could be provided in the future. Neighborhood retail commercial businesses are abundant along Pacific Avenue and Long Beach Boulevard. Nearby Lafayette and Washington Schools may need to be expanded to accommodate more students. Public health services are readily available as the City's Health Department is located nearby.

DEVELOPMENT OPPORTUNITY. The Southeast Wrigley area has a development opportunity. Through a General Plan amendment and rezoning, the large site at the southwest corner of Long Beach Boulevard and Willow Street with a high rise residential and/or office building.



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SOUTH WRIGLEY
SOUTHEAST WRIGLEY

[PACIFIC TO L.B. BLVD., P.C.H. TO WILLOW ST.]

AREAS OF THE CITY NOT INCLUDED IN THE NEIGHBORHOODS, ARTERIALS, OR ACTIVITY CENTERS

For areas of the City not shown on maps in this Land Use Element, please refer to the set of 29 City section maps showing land use districts throughout Long Beach.

These maps are available at the Planning and Building Department, City Hall, Long Beach.

ACTIVITY CENTERS

Activity centers were defined in the Urban Design section of this report as places where concentrations of human activities are found. Included among the activities in the definition are employment, shopping and recreation.

These areas provide identification, character, interest, vitality, and economic health to the City and its many parts. They represent one of the two sides of urban life in Long Beach. One is the residential side, wherein people seek comfort, tranquility, safety, and repose. The other side, represented by the activity centers, provides stimulation, interaction, and social fulfillment.

They are the means for the coming together of human activities in an organized and pleasant manner. But they must carry out this mission without causing land use, architectural, functional, or traffic incompatibilities which would have the effect of degrading the environment of the City's residential communities. The more complex the functions of the activity center, the more care must be taken to assure its compatibility with its surroundings. This is the most pronounced at centers which have a high degree of human activity, such as downtown or port and the airport. Concern on the part of the citizens that the downtown become a quality environment which would attract people positively while functioning compatibly with its surroundings* was one of the reasons for the Downtown Urban Design Plan for this complex activity center. Arts and cultural activities should be emphasized at the activity centers as important elements of the successful functioning of these areas.

There are several objectives of this section of the Land Use Element.

First is to identify those centers which are of significant importance to surrounding neighborhoods and to the City at large; second is to

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* In the Strategic Plan: Long Beach 2000 report.

summarize the problems and opportunities which currently characterize the centers; and third is to recommend methods for correcting problems and enhancing the ability of the centers to contribute positively to the future of Long Beach.

Finally, land use district assignments are made which provide general guidance for the future. These will be detailed in the zoning regulations.

In several cases, the centers discussed in this section are smaller in area and influence than their counterparts in the Urban Design section. The reasons for this difference is that this section deals only with land use controls, whereas the Urban Design deals with the larger sphere of influence questions. These larger areas have more complex controls, many of which are outlined in the Residential Neighborhood or Arterial Corridor sections of the report.

ANALYSIS

DOWNTOWN. Office and visitor uses have been strong, whereas residential and retail developments have lagged somewhat but are displaying signs of improvement. Competition with nearby shopping centers has slowed retail development, as has the limited market area, which is bounded on the south by the Bay and the west by the Ports. Some stores are hampered by lack of adequate parking. Certain streets are impacted by heavy peak-hour traffic, and could become more impacted. Traffic and parking improvement programs have been created to reduce these problems. New control of the Queen Mary-Spruce Goose complex will probably make a significantly positive impact on the downtown. New residential construction downtown, although lacking in unified architectural themes, is nevertheless helping to restore the image of downtown as a good place to reside.

PORT. The Port, together with the Port of Los Angeles, is the largest on the West Coast and is, therefore, one of the City's vital assets. Solutions to the Port's transportation problems are being resolved on a regional level. These solutions will also benefit access to the downtown and the Queen Mary-Spruce Goose complex.

POLICIES

DOWNTOWN. Expand scope and importance to that of a multi-purpose activity center of regional importance. Increase opportunities for retail and residential uses. Strengthen the visitor-serving and convention segments. Coordinate planning and circulation functions with new owners of the QM/SG at the Port. Continue redevelopment activities. Cooperate in joint marketing activities for Downtown business and tourism. Work to complete the revitalization of downtown as one of the most vital economic forces in our future. Implement traffic and parking studies.

PORT. Continue with efforts to expand the potential of the Port. Work toward real solutions to the landside transportation problems, such as the Alameda Rail-Truck Corridor. Cooperate in efforts to make the Queen Mary-Spruce Goose complex, and additional areas around it, a successful tourist destination area. Work on means to connect the complex with downtown more directly and quickly. Maintain the planning principle that downtown and the Port's tourist area are essentially different and should develop to support rather than compete with each other. Carefully monitor and influence any studies which emanate from County, regional, State, or federal agencies relevant to the future possibilities of an off-shore airport, changes to the breakwater, or other landfill and use questions in San Pedro Bay.

IMPLEMENTATION. Until the adoption of the planned development ordinance regulating development in this Activity Center, the residential densities permitted by the 1978 Land Use Element shall apply, providing project proposals comply with all other development regulations current at the time of application.

DOWNTOWN AND PORT OF LONG BEACH



LAND USE CONTROLS

- Area A — Downtown Planned Development Plan and Ordinance, based on the Urban Design Concept Plan and Design Guidelines (retail, offices, higher density residential, visitor-serving uses).
- Area B — Long Beach Local Coastal Program and Downtown Shoreline Planned Development Plan and Ordinance (visitor-serving, entertainment, open space, offices, and high density residential).
- Area C — Queensway Bay Planned Development Plan and Ordinance (visitor-serving uses).
- Area D — Port of Long Beach Local Coastal Program (Port facilities and supporting uses).

ANALYSIS

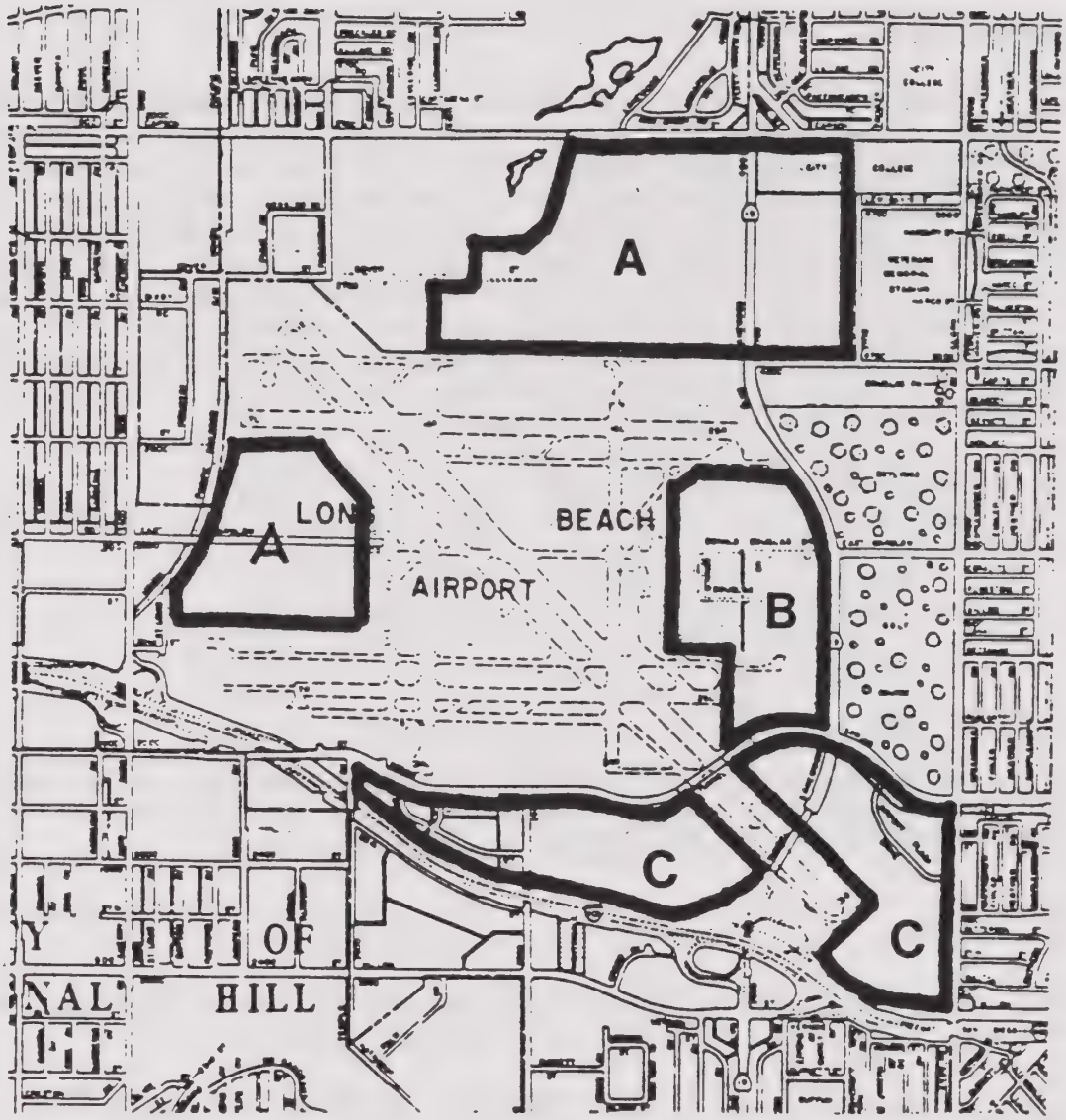
This complex center combines employment, commercial office, manufacturing, and recreational uses, as well as commercial and private flying activities. The largest land user is the Airport itself, but the dominant land use is McDonnell Douglas Corporation. It is not only the largest employer in the City, but also is the largest traffic generator. During peak hours, all streets in and around this center are crowded. Nearby office developments help satisfy the demands of McDonnell Douglas for working space, and contribute as well to the employment base and to the traffic demands. Some visitor-serving uses, particularly hotels, have developed or are on-line. The immediate area near the terminal has not reached its economic potential. Conflicts exist between the manufacturing/commercial uses and the nearby residential neighborhoods, especially along Clark Avenue. Because of the great spaces between the many parts of this center, only auto circulation is feasible. The presence of the San Diego Freeway, and its elevation above grade, provide a good advertising opportunity for the future.

POLICIES

Continue to expand high tech, research and development uses, hotels, restaurants, and offices. Retain airport orientation as much as possible. Do not permit local retail or services into the center, or regional shopping uses without solving the mixed traffic problems which would result. Require architectural and design compatibility with the newer structures. Emphasize visual compatibility, good design, landscaping, traffic generation and management.

Implement recommendations of area-wide traffic analysis.

LONG BEACH AIRPORT ACTIVITY CENTER



LAND USE CONTROLS

- Area A — Douglas Aircraft Planned Development Plan and Ordinance (aerospace/airframe manufacture, offices, supporting facilities).
- Area B — Airport Planned Development Plan and Ordinance (airport-related commercial uses, offices, restaurants, terminal facilities hotels, supporting uses).
- Area C — Airport Business Park Planned Development Plan and Ordinance (airport-related R/D, offices, fixed base operations, hotels, related developments).

ANALYSIS

The area immediately around the Traffic Circle has seen considerable growth in the last two decades. Dense apartment and condo developments increased the population and altered the demographics toward younger people and smaller households. Dense residential development continues north of the Circle. These populations contribute to a strong retail market in this area. Existing retail uses are well planned with adequate parking. Auto circulation is good, except for businesses which front on the Circle. The area could probably use a greater variety of smaller shops and personal service uses. Incompatibilities with neighboring residential areas should not be permitted to develop. Community Hospital Medical Center is a potent force and large land user in this center. It will probably require more area for future expansion.

The traffic circle itself is responsible for reducing the potential flow on Pacific Coast Highway. It is a safety hazard and a psychological barrier to free flow of traffic.

The large vacant parcel in the retail section is an opportunity for the future.

POLICIES

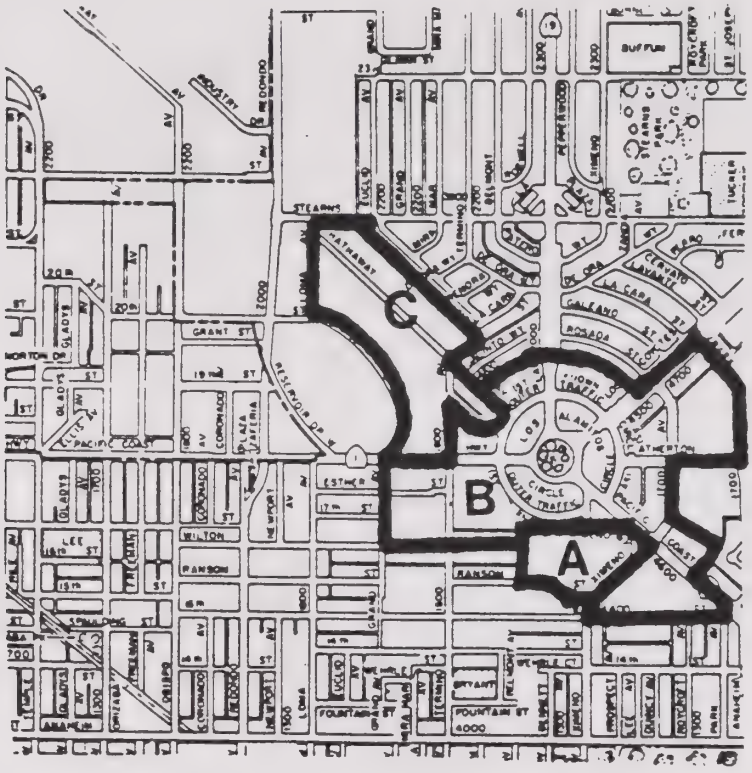
Retain and strengthen the current mix of retail, commercial, office, and high density residential uses. Some entertainment uses should be considered for the future. These might be good uses for the large vacant parcel.

Allow high rise residential, office , or hotel uses to expand east along Pacific Coast Highway toward Community Hospital facilities.

Make continuing efforts to secure funding to construct a grade separation at the Circle to improve free traffic flow on Pacific Coast Highway.

Existing auto dealers may wish to relocate to the Long Beach Auto Mall. If so, the land they now occupy should be utilized for more development-intensive projects which would not contribute to traffic friction. Consider the creation of a planned development plan and ordinance for the entire center (IDM development is now covered by a PD) so that design and development standards appropriate to the area can be implemented.

ALAMITOS TRAFFIC CIRCLE ACTIVITY CENTER



LAND USE CONTROLS

- Area A — Traffic Circle Planned Development Plan and Ordinance (moderate density residential, offices, supporting uses).
- Area B — Land Use District No. 7, Mixed Uses.

  Emphasis: Medical facilities and offices, retail and service commercial, visitor-serving, such as hotels, automobile sales, offices)
- Area C — Alamitos Land Company Planned Development District, Sub-area 1 (moderate density residential projects). Area between Euclid and Hathaway Avenues - Land Use District No. 3, Townhomes, to assure compatibility with adjacent lower density residential uses.

LOS ALTOS SHOPPING CENTER

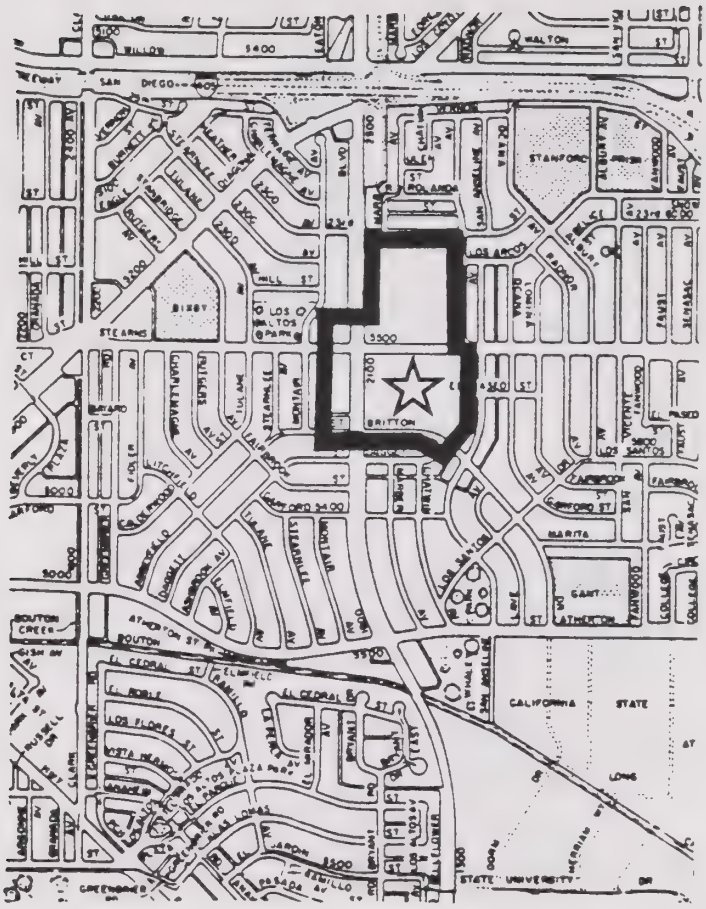
ANALYSIS

This center is in a nearly ideal location for a community shopping center which provides comparison goods for a large and fairly affluent market area. Its success, however, has been limited owing to competition from several nearby regional shopping centers. Many of Los Altos' stores cater to an income range that is lower than that which actually exists in the area. The center is also somewhat hampered by being divided into two halves, and designed in such a way to discourage much pedestrian-based shopping. Parking appears to be ample, but much of it is perceived by shoppers to be too far from the stores. New control and management of the center should emphasize improved store design, external beautification of the buildings and grounds, and restructuring of the relation ships between parking and the stores. These will result in a very positive market improvement.

POLICIES

The entire center should be redone to create a cohesive, contemporary sub-regional center which will draw from the market area through good shops and merchandise. Some solution to the fragmented ownership must be found before this redesign can take place. Points to emphasize are good architecture, unified design of frontages, and good tenants offering quality merchandise. Additional restaurants might help the center by creating active spots and resting spaces among the shops.

LOS ALTOS SHOPPING CENTER



LAND USE CONTROLS

- Land Use District No. 7, Mixed Uses (retail, services, offices)
- Design, facade, signage, and landscaping controls recommended to assure viability of center and compatibility with neighborhoods.
- Implementation by Planned Development Plan and ordinance to be prepared.

ANALYSIS

This Center occupies a site which is well-located in a strong market area. Yet it could become an even stronger retail force in the City. Competition from Lakewood Center has constrained the full potential of Bixby Knolls Center. It appears to need stronger anchor stores, better tenant mix, and redesign to encourage more pedestrian shopping opportunities. As parts of the Center are located quite distant from Atlantic Avenue, potential shoppers may be discouraged from entering because they can't see the stores properly. Beautification of parts of the Center would help to attract shoppers. A department store and supermarket are needed in the neighborhood and would help to improve the market potential of the Center.

The strip retail uses along both sides of Atlantic Avenue south to Bixby Road are not considered a part of this Center, but certainly have a positive influence on the success of Bixby Knolls as a shopping district. This strip is generally in good condition.

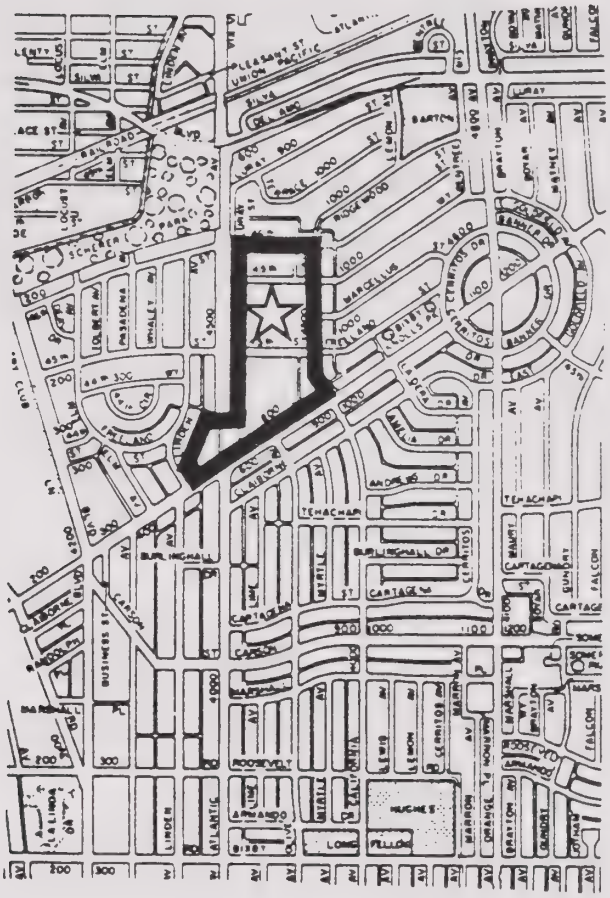
POLICIES

The existing layout and architecture of the center will be very difficult to retrofit satisfactorily. Therefore, the center should be completely reconstructed to improve design, parking, circulation, tenant mix possibilities, visibility, and appearance. Future tenants should be more relevant to the extant strong market.

Plans to make such dramatic changes should be implemented through the creation of a planned development plan and ordinance to be certain that the marketing objectives can be achieved.

Future marketing plans and tenant selection should take into account the retail dynamics of the shopping strip on Atlantic south to Bixby Road. Competing outlets should be avoided.

BIXBY KNOLLS SHOPPING CENTER



LAND USE CONTROLS

- Land Use District No. 7, Mixed Uses (retail, services, offices)
- Design, facade, signage, and landscape controls recommended to assure viability of center and compatibility with neighborhoods.
- Implementation by Planned Development Plan and ordinance to be prepared.

ANALYSIS

MARINA PACIFICA. This center is in a strong retail market area but customer responses to the center have been weak, resulting in near failure of the center. Problems are split ownership, confusing architecture which frustrates access, lack of parking during peak use hours, lack of access from Second Street, and poor visibility to the shops.

THE MARKET PLACE. Also in a strong market area but with mixed retail successes. Design, aesthetics, and access are better than at Marina Pacifica, but parking is difficult at peak use hours. Stores in the rear of the center are hard to rent. Common charges are high, but the landscape amenities paid for by these charges are excellent. The center is somewhat hard to understand and find one's way around in, but familiarity dispels that problem.

BELMONT SHORE SHOPPING DISTRICT. Retail responses to the very strong market area have created a great success here, but there is continual pressure to upgrade the shops to more regional uses, such as large restaurants and bars. Lack of parking adequate to the needs of the regional uses is the most pressing problem.

POLICIES

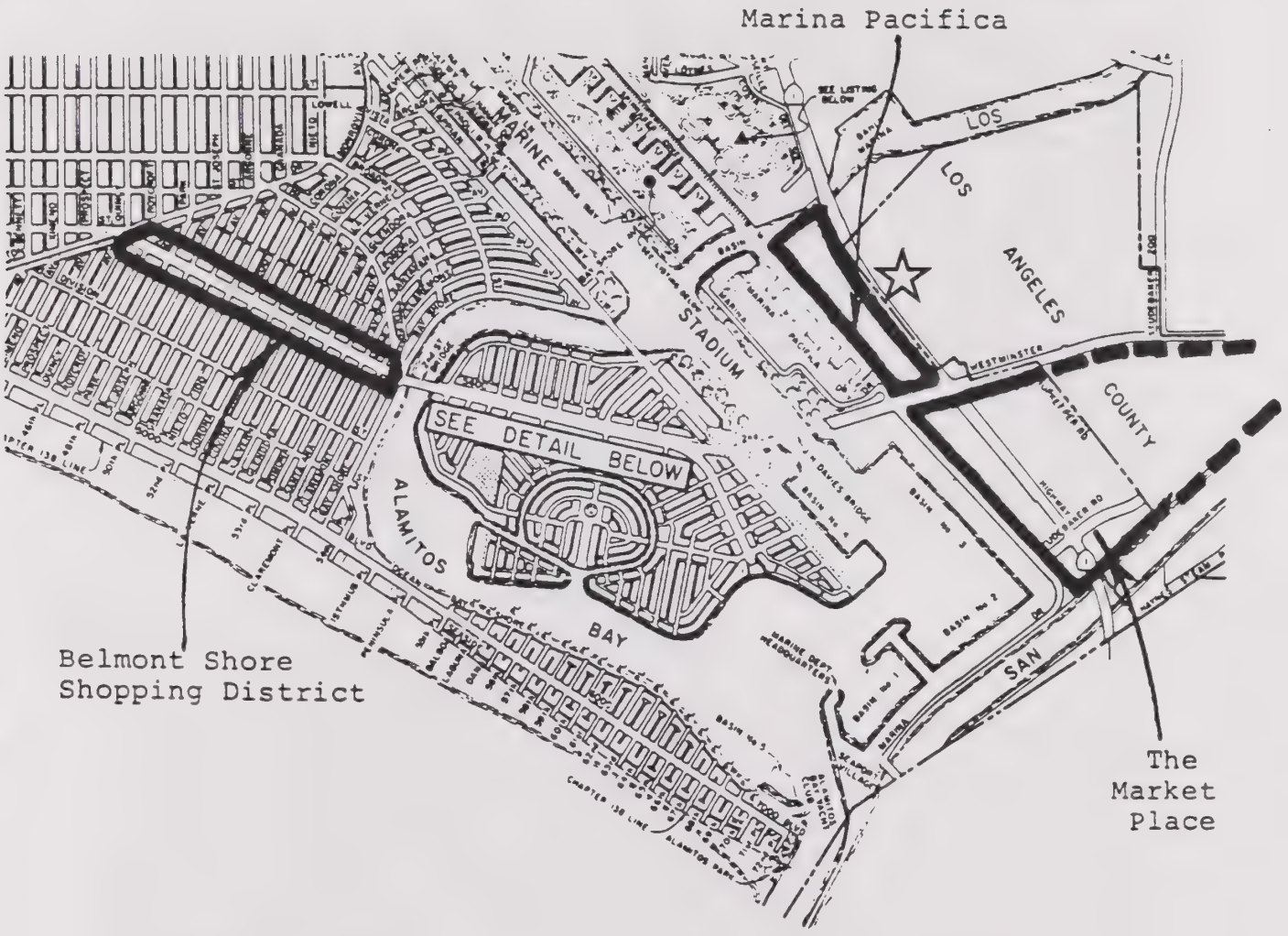
MARINA PACIFICA. Major redesign is imperative, one which resolves the problems listed above. The center's frontage along the waterway should be emphasized in any new store planning. Implementation of a new plan for the center may require its being removed from SEADIP plan and made the subject of a special planned development plan and ordinance.

THE MARKET PLACE. The future success of this center may rest with new developments on the property to the east. Center uses should be integrated with uses west of Pacific Coast Highway. Another hotel in this center or nearby may be appropriate. A parking structure may ultimately be required.

BELMONT SHORE SHOPPING DISTRICT. Limit as much as possible any further development of regional uses. Additional parking should only be developed very cautiously, as it could mean more shoppers having a greater negative impact on the surrounding residential communities. Use residential parking management solutions, such as garage clean-ups, and sticker programs. This area is very fragile owing to traffic and parking, crowding, neighborhood incompatibilities, etc. Care must be taken not to upset the very positive but delicate balance presently characteristic of this district.

DEVELOPMENT OPPORTUNITY, MARINA PACIFICA CENTER. Future re-use of this center for housing or visitor-serving uses may prove more financially feasible than continued retail use.

ALAMITOS BAY RETAIL CENTERS



LAND USE CONTROLS

- Marina Pacifica — SEADIP Planned Development Plan and Ordinance (retail, restaurants,and theatres). Plan for future revitalization may require revised PD or separation from SEADIP controls.
- The Market Place — SEADIP Planned Development Plan and Ordinance (retail, restaurants, and theatres. Offices and hotels in other parts). Incorporate County land in planning for the future. Amend SEADIP plan/ordinance.
- Belmont Shore Shopping District — Controlled by Local Coastal Program. Implement with vigor to prevent potentially harmful changes. Designate in district No. 8P, Pedestrian oriented retail.

ANALYSIS

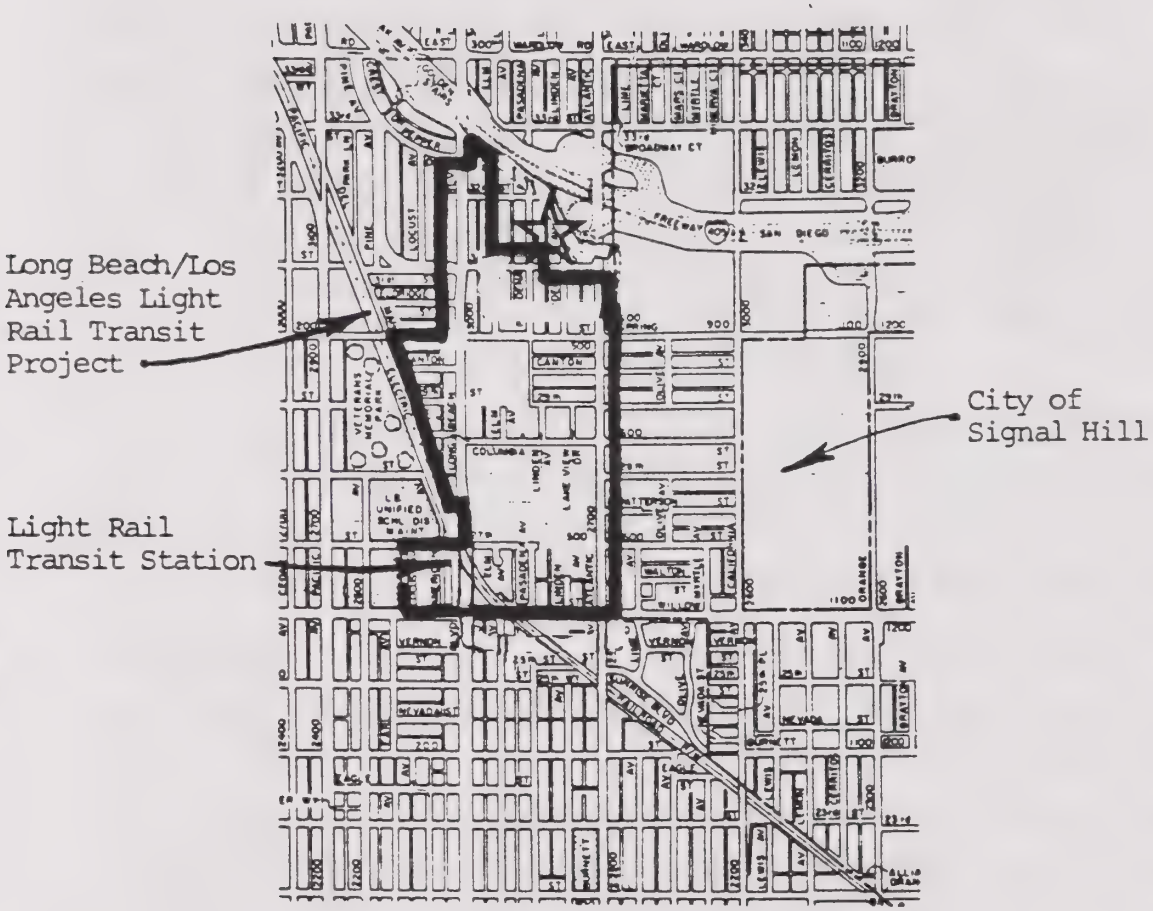
This amorphous area, bounded by Willow Street, Long Beach Boulevard, Spring Street, and Atlantic Avenue (and some areas beyond these boundaries), is dominated by the Medical Center. It is located in one of the best served parts of the City, surrounded as it is by major traffic arteries, and having the Long Beach-Los Angeles Light Rail transit project and station nearby. At present, the surrounding residential neighborhoods are in a very mixed condition. Leap-frog development because of existing oil production uses has created a very spotty development pattern. Long Beach Boulevard frontages are underutilized. Traffic volumes are not too high at present, but parking is at a premium owing to the demands of the Medical Center. Street closures through the center have begun to complicate circulation. Improvements south of the hospital parking lot are not well integrated and difficult to reach by car. Surrounding residential neighborhoods lack convenience shopping and the Medical Center lacks visitor facilities and services. Vacant land is difficult to convert to urban uses because of oil problems or uses, possibly contaminated soil, steep topography in some places, and the presence of a few very nice homes.

POLICIES

This area is shown in this general plan as a future major activity center, the anchor of which is the Medical Center. Future uses should include medical office facilities, bio-medical research opportunities, hotels (related to hospital), restaurants, small shops, and neighborhood uses, such as convenience goods (grocery, drugs, personal services, etc.). Comparison shopping retail uses may be developed along Long Beach Boulevard frontages, but the priority in uses should emphasize those listed above before comparison shopping. Internal auto and pedestrian circulation will be of great importance if the center is to function properly. Structured parking for the Medical Center appears to be of high priority. This center should be the northern end of the revitalization of both Atlantic Avenue and Long Beach Boulevard from here to downtown. Tall buildings in this center would be very appropriate from the urban design perspective, helping to enhance the importance of the area, and providing identification from the street and freeway networks.

The northeast corner of the center is shown on the neighborhood map of Memorial Heights as single-family (LUD No. 1), and as a development opportunity area. In the future, this area could be incorporated into the mixed use center without amending this plan, providing the proposed uses conformed to the uses outlined above for the mixed use portion.

MEMORIAL HOSPITAL MEDICAL CENTER ACTIVITY NODE



LAND USE CONTROLS

° Land Use District No. 7, Mixed Use District

Emphasis: Medical facilities and offices; research facilities; visitor-serving uses, such as hotels and restaurants; retail and personal service uses; higher density residential development; high rise permitted.

Implementation: Planned Development Plan and ordinance to be created as a part of zoning implementation of the land use element

Development Opportunity: Possible future inclusion in the mixed use node. Viable uses: high rise housing, offices, hotel.

ARTERIAL CORRIDORS

INTRODUCTION

Future planning for the principal traffic arteries in Long Beach must take into account two fundamental aspects. First is the traffic they carry now and will carry in the future. Second is the land use on both sides of them.

The transportation aspect includes the need to provide service to through traffic, public transit, and neighborhood-bound traffic; the issue of free flow traffic vs. the impediments to free flow caused by numerous driveways, left turns, and curbside parking; and the appearance of the street as it may influence the image of the City and of the local neighborhood.

The land use aspect covers a wider area than the public right-of-way. It includes the frontages on both sides of the thoroughfares. Thus the use of the term "Corridor". Land uses within the corridors have a significant effect upon the transportation requirements and upon the appearance of the routes.

Following is a summary of the specific problems which are the focus of this General Plan revision:

1) Traffic volumes on the east-west corridors are heavier than on the north-south corridors owing to the nature of the local travel patterns. Particularly involved are Ocean Boulevard, Seventh Street, and Pacific Coast Highway. Traffic volumes along these corridors are approaching the maximum for relatively free flow.

2) Continuing growth in Los Angeles-Orange Counties, particularly in the coastal regions, will exacerbate these traffic demands.

3) Few, if any, major corridors in Long Beach can be widened to accommodate the growing demands, owing to the generally intense urbanization which crowds up to the rights-of-ways. The social disruption which would result from attempts at widening (beyond those already required by ordinance) would make any such program unacceptable in any case.

4) The free flow of traffic on a number of important arteries is inhibited by the needs for left and right turns, crossing and parking. There are several causes for these needs, many of which can be traced directly to the land uses which exist along the frontages. In the past, a lack of understanding about the relationship between traffic flows and adjacent land uses, as well as unanticipated traffic increases, has created unfavorable situations.

5) Mixed land uses along some of the major corridors causes the mixing of the traffic functions of the street itself. A major traffic corridor cannot be expected to function properly if its frontages are lined with retail uses (for example) which cry for the driver to stop and shop. This chokes the traffic volume on the street, and has ripple effects up and down the corridor and into the adjoining neighborhoods.

6) Many of the major traffic corridors portray a very poor visual image. There are numerous causes for this, including mixed land uses, poor facade and yard maintenance, sign proliferation, and inadequate setbacks with little or no landscaping.

The importance of this image goes beyond mere appearance. Orderliness, good design, and attractive maintenance contribute significantly to civic pride. This is very often translated into confidence on the part of investors, visitors, business people, and residents. Confidence is very important to the future economic health of Long Beach. Deteriorating major corridors, on the other hand, are like cancers which will eventually spread into adjacent residential neighborhoods.

7) Experience with planning and zoning over the past 40 years in Long Beach shows that there is not enough retail demand to create miles of successful retail frontages along all major traffic corridors. It is, therefore, necessary to examine other land uses as possible substitutes.

A very large volume of traffic does not necessarily make a good neighbor. This fact complicates the choices of alternative land uses. Unfortunately, there is little market for (or financial ability to create) those uses which would be least disturbed by the traffic such as retail, institutional , part, manufacturing , office and similar uses. There is, however, considerable market for residential uses. These are more

sensitive to the negative environmental effects of large traffic volumes. The resolution of this dilemma lies in the creation of acceptable design and development standards for residential uses which are planned for some of the major corridors.

The following objectives are these Corridor recommendations:

- o To improve overall traffic carrying capacity and travel safety, and to reduce traffic conflicts as much as possible.
- o To reduce the total number of strip commercial streets in the City to a limited few.
- o To increase the amount and quality of moderate and higher density housing along selected corridors, and therefore help to reduce the pressures for those types of housing in the more stable neighborhoods of the City.
- o To improve the appearance of the corridors in general, recognizing that these streets provide most travellers through our city with their initial, and perhaps lasting, impression of Long Beach.

The revised Land Use Element addresses primarily the land use issues along the corridors, as well as other citywide and neighborhood planning concerns. The Transportation Element addresses the traffic management concerns.

The arterial traffic system in Long Beach serves a variety of functions. These many different functions are not adequately described by the generic terms usually found in general plan documents, such as a major highway, secondary highway, minor highway, and collector street. These are essentially one-dimensional terms that do not address the land use functions of the street. Since the land uses which exist or are planned on each of the arterials have considerable bearing on the traffic carrying functions, a set of descriptive terms which embody both traffic use and land use would be helpful. Efforts to frame such descriptors, however, are frustrated by the reality that no major street in Long Beach has a uniform group of land uses over its entire length. Each has a changing characteristics over different segments.

A satisfactory solution is to recognize that the traffic carrying function is generally uniform over the length of most of the arterials, even though the fronting land uses may vary widely from segment to segment, the objective is to suggest methods for reducing the conflict between the two factors. This is the purpose of this section of the Land Use Element.

The analysis of the land use issues contained herein encompasses a number of factors. These include:

Market
Neighborhood concerns
Traffic friction
Lot dimensions
Relationships to frontage
Existing land uses
Future widening requirements (from existing ordinances)
Alley locations
Sizes of buildings slated for repair or demolition by the Earthquake Hazard Abatement Act

The analysis and recommendations which follow are summarized in an easy-to-read format. Detail design and development standards will be found in the appropriate zoning regulations. Because this analysis of corridors deals specifically with conflicts between transportation requirements and land use frontages of major corridors, and not all of the principal traffic carriers have such conflicts, some are not included here. Future land use requirements along these are found in the Neighborhood Plans sections of the Land Use Element. In the case of Ocean-Livingston-Second Street, those requirements are found in the Local Coastal Program and appropriate implementing regulations.

Arterial corridors included in this section are as follows:
Santa Fe Avenue; Pacific Avenue; Long Beach Boulevard; Atlantic

Avenue; Alamitos Avenue; Redondo Avenue; Fourth Street; Seventh Street; Tenth Street; Anaheim Street; Pacific Coast Highway; Artesia Boulevard.

References to "1991" buildings mean that those structures must be brought up to earthquake code standards or demolished by 1991.

TRAFFIC USES AND PROBLEMS

This street is too narrow to accommodate large amounts of traffic, but has potential for being used by larger volumes owing to its connection with Appian Way on the east (picking up traffic generated in the Alamitos Bay communities) and its termination in the heart of downtown on the west. Improvements to the carrying capacity of Seventh Street will head this off eventuality. Fourth should not be considered as part of a one-way pair (with Tenth Street) to relieve traffic volumes on Seventh, as this would seriously damage its potential as a pedestrian-oriented and auto-oriented retail street. The street is served by transit.

LAND USES AND ISSUES FOR THE FUTURE

Fourth Street is developing as a pedestrian and auto-oriented retail strip, serving the needs of the neighborhoods between Seventh and Third Streets. There are a few blocks along the east end of the street which are now exclusively residential, but many on the western end which are almost exclusively retail/commercial.

The major issue, or challenge is to develop a land use control system which will encourage ground floor store fronts as an option in residential buildings, but not along the same lines as the present CL zone, which was designed specifically for the 2nd Street Belmont Shore situation. Residential densities should conform to Sedway Cooke standards, as well as the designs. Buildings may be erected near the property lines, leaving some space for street trees and landscaping. Some areas of the street have parallel lot problems which must be addressed in the land use control regulations.

EARTHQUAKE BUILDINGS

There is a very large number of "1991" buildings along Fourth Street, with a significant cluster between Nebraska and Wisconsin Avenues. These can play an important role in future recycling programs. "1991" buildings are those which must be reinforced for safety in earthquakes by the year 1991.

PUBLIC IMPROVEMENTS

Fourth Street lacks charm and character. This can be improved with landscaping on private property, and with the addition of street trees. A design plan for store fronts would help. With the addition of an extra five feet on each side of the street as new projects are constructed, there may be an opportunity for some public beautification.

LAND USE POLICIES

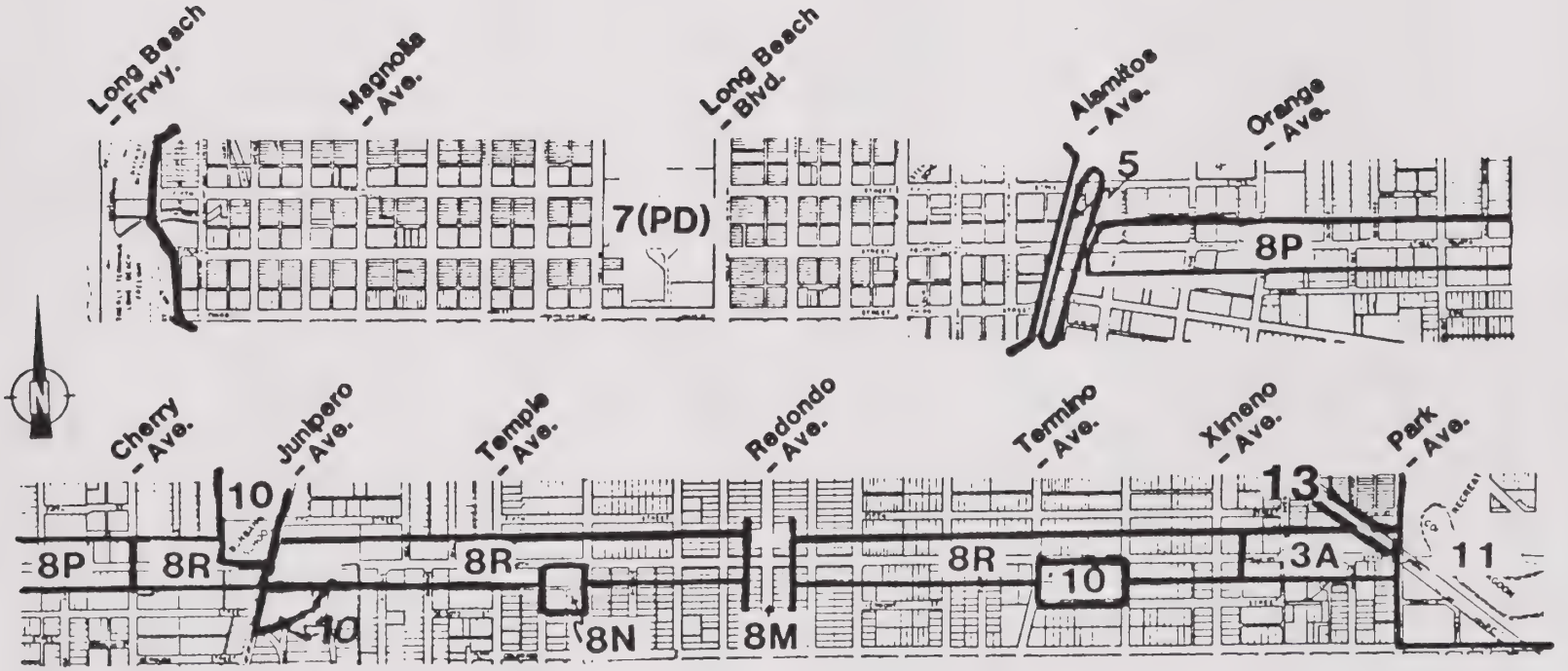
Fourth Street frontages shall be developed with a mixture of residential and pedestrian-oriented retail uses. Some smaller auto-oriented retail uses are also considered appropriate, as long as they do not generate large numbers of vehicle trips, especially from distant places. All retail on Fourth Street should serve primarily the adjoining residential neighborhoods. Wherever feasible,

pedestrian-oriented retail shall be incorporated within a residential building, and shall be the principal ground floor use. The planning objective of the use of Land Use District No. 8R along Fourth Street is to perpetuate and enhance the ground floor shopping opportunities, and to provide medium density residential uses which will help support the economic viability of the retail. Buildings which are exclusively retail or residential are discouraged, except where shown as exclusive uses on the plan.

TRAFFIC POLICIES

Several traffic carrying functions are proposed for Fourth Street. First, it should serve as a limited neighborhood collector street - limited, because that main function is carried out by Seventh and Third Streets in this corridor. Secondly, Fourth Street should provide auto access to the numerous shopping opportunities which now or will exist on its frontages. This is the primary function of the street, a function which would be hindered by the introduction of large amounts of through traffic.

FOURTH STREET



TRAFFIC USES AND PROBLEMS

This corridor connects the Garden Grove Freeway with the Long Beach Freeway and thus is one of the most important east-west streets in the City. Traffic volumes are heavy, particularly at peak hours. It serves downtown, Wilson High School, Recreation Park, and Cal State Long Beach, and is a feeder into Pacific Coast Highway at Bellflower Boulevard. Widening beyond that now required by ordinance appears impossible, so any increases in capacity and efficiency would have to be made through traffic system management techniques, notably removal of parking and institution of reverse lanes. The latter possibility is enhanced by the lack of a median anywhere on Seventh Street. The street is served by buses, but traffic is not significantly affected by them at this time. Eventually, Pacific Coast Highway must be grade-separated from 7th Street at the Iron Triangle.

LAND USES AND ISSUES FOR THE FUTURE

Land uses between the Los Angeles River and Ximeno Avenue are a mixture of residential and miscellaneous retail with residential predominating. Some old houses have been converted to retail uses. Much of the existing development is in fair to poor condition. Nearly all have an auto-orientation, primarily, but are of a different type from those found on Pacific Coast Highway.

The major issue for the future is: What type of uses are appropriate for a corridor carrying such large volumes of regional traffic? Also: Is it possible to transform Seventh Street into an attractive urban parkway?

EARTHQUAKE BUILDINGS

Although there are a number of "1991" buildings along Seventh Street, there are not clusters significant enough to have much influence on recycling opportunities.

PUBLIC IMPROVEMENTS

Landscaping is very poor along Seventh, owing primarily to the lack of adequate width from curb to building walls. Most buildings were constructed along the property line, severely limiting space for amenities or widening. There is no median, but there are painted left turn pockets. Lighting is adequate.

LAND USE POLICIES

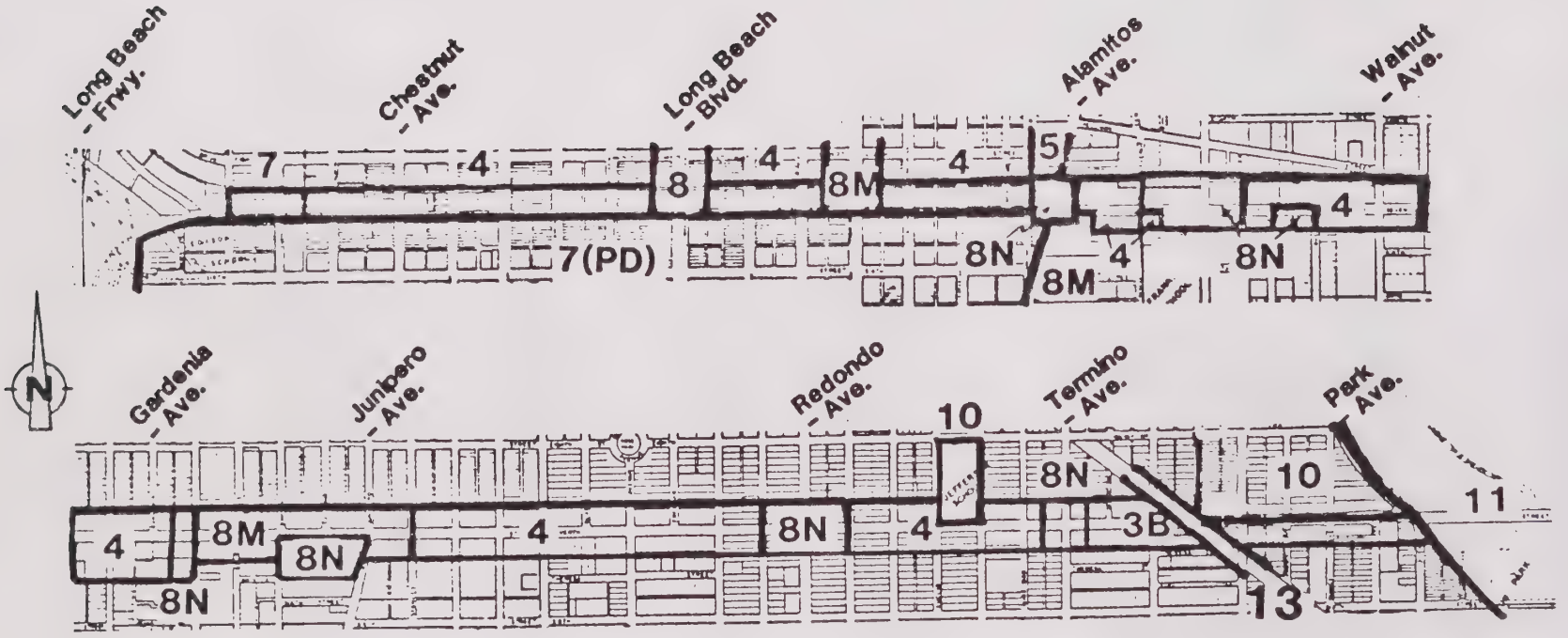
The principal land uses on the frontages of Seventh Street shall be higher density residential uses. These shall be controlled as to design and height to insure that they are compatible with neighboring residential uses, and are appropriate to the urban parkway character of Seventh Street of the future. Large front setbacks and generous landscaping shall be required for all projects having one side on Seventh Street. Retail nodes are established or shall continue at several locations. The south side of the street in the downtown shall be

governed by the Downtown Planned Development District (primarily higher density residential), and the north side shall reflect the south.

TRAFFIC POLICIES

Because of its connections with freeways at both ends, Seventh Street will continue in importance as a regional access street. It will also function as a neighborhood traffic collector and distributor. Owing to increasing volumes of traffic, some management techniques will eventually be required. Thus, it will be important that auto-dependent uses, such as highway commercial, be restricted if not eliminated eventually. Efforts to achieve a grade separation at Pacific Coast Highway should continue to be pursued vigorously.

SEVENTH STREET











Landscaped Setbacks Along Major Boulevard

TENTH STREET

TRAFFIC USES AND PROBLEMS

The street is too narrow to accommodate large amounts of traffic, but since Tenth is dead-ended on both ends, through traffic from regional generators is not a problem. Volumes have remained fairly light. Tenth has been mentioned as a possible candidate for being a part of a one-way pair around Seventh Street (the other being Fourth Street) to help reduce volumes on Seventh. This would appear to have several major problems, one the fact that the street is almost entirely residential with the buildings on the property lines, and the other the fact that the street does not now have any smooth connection with Seventh. One would have to be constructed. There is a public transit line on Tenth Street.

LAND USES AND ISSUES FOR THE FUTURE

The uses are now almost entirely residential, and new buildings are being developed there. Much of the older housing is in poor condition. The western end of the street is characterized by considerable overcrowding and a lack of adequate open space and recreation areas to provide relief from the intense development.

Viable retail uses along Tenth are almost non-existent. Continued encouragement of retail should be stopped. Exclusive residential zoning appears the best alternative. Several retail nodes are probably appropriate, but most neighborhood shopping needs can be fulfilled by shops along Anaheim Street.

Most difficult land use issue: Much of the street frontage, especially along the south side, consists of parallel lots. This will require careful thought in restructuring land use control measures.

EARTHQUAKE BUILDINGS

There are few "1991" buildings on Tenth, except for a small cluster at Cherry Avenue. Their effect on recycling will be insignificant.

PUBLIC IMPROVEMENTS

The street is devoid of any real charm or character. Because of the narrow sidewalk areas, it is probably not realistic to expect significant improvements to take place as a result of public actions, but street trees and other landscaping on private lot frontages should be required.

LAND USE POLICIES

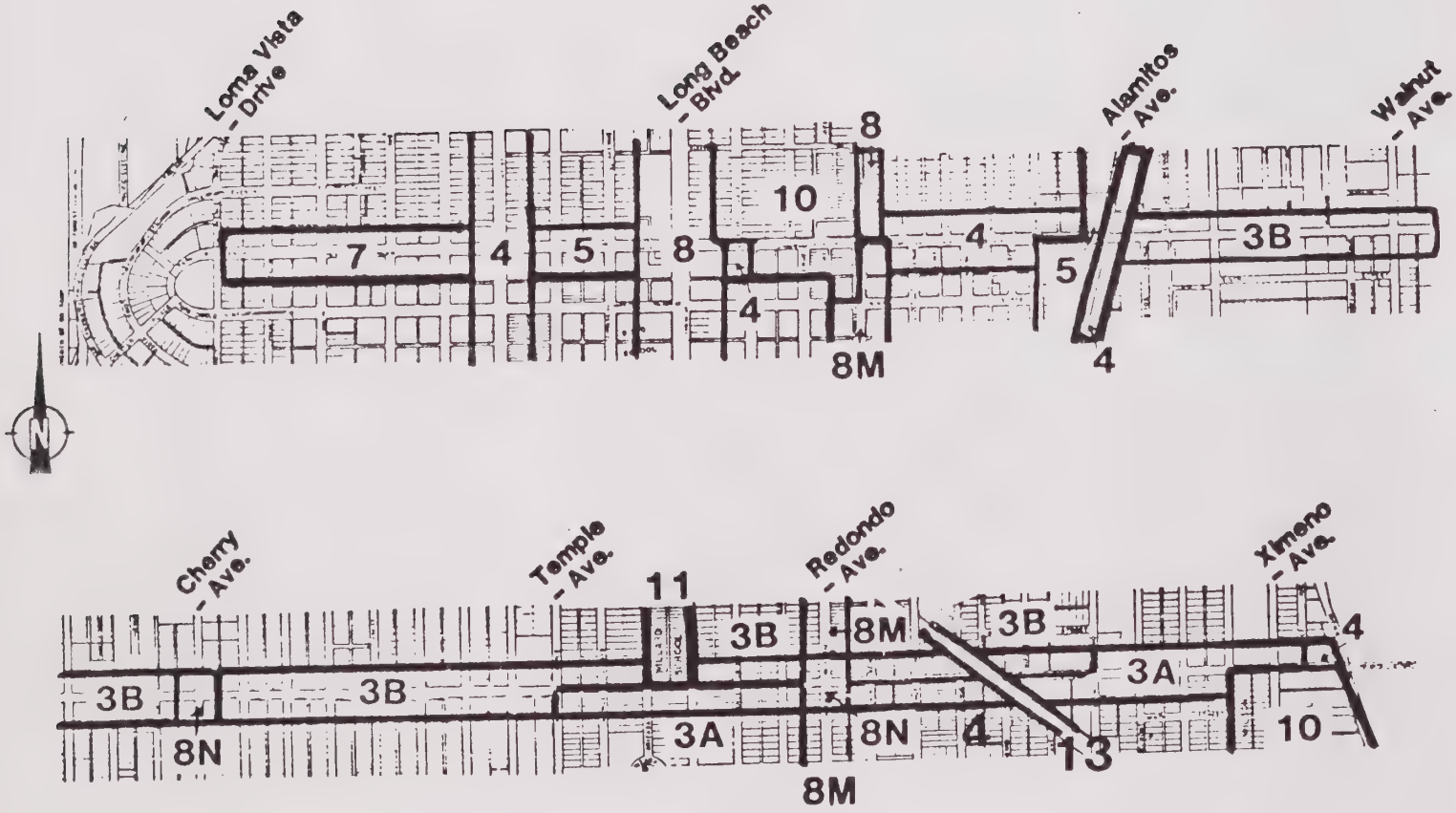
The residential character of Tenth Street is preserved by this plan. Housing types should be fairly low in scale and of a moderate density. High density projects are limited. New developments should re-orient the lots so projects face on Tenth Street. Retail nodes should be established or continued at Cherry and Redondo Avenues. Existing retail uses not located in these nodes should be

permitted to continue as long as economically viable, without specific recognition by this land use plan.

TRAFFIC POLICIES

Tenth Street should be maintained as a collector of neighborhood traffic, and as a distributor of that traffic to major north-south arterials. Impaction of the street by traffic redirected there for regional purposes should not be permitted.

TENTH STREET



TRAFFIC USES AND PROBLEMS

Traditionally, a street for east-west access from Palos Verdes-San Pedro-Wilmington to Long Beach. Volumes, however, drop off from west to east, beginning at about Long Beach Boulevard, so there is not actually much through traffic connecting to Pacific Coast Highway and proceeding south to Orange County. Still, it can play a future role as an alternative to Ocean-Seventh, and as an access route to downtown if traffic system management techniques are instituted.

Because of the nature of the street as a shopping district, traffic conflicts are high and must somehow be eased in the future if it is to function effectively.

LAND USES AND ISSUES FOR THE FUTURE

Anaheim is apparently the oldest strip commercial street in the City. Evidence of that is the very large number of "1991" buildings. The street is undergoing a dramatic transformation as a shopping street, primarily auto-oriented. And because of the large number of buildings which will probably be demolished, Anaheim is being re-born as an important shopping street. The street is characterized almost exclusively by perpendicular lots, the majority with alleys in the rear, making new development easier to plan and execute. Even the few areas of parallel lots have been developed as though they were perpendicular. There appears to be a fine opportunity here for good developments.

Very large scale, auto-oriented uses should be avoided because of the negative effect on traffic flow which could result. Residential uses should not be permitted west of Redondo Avenue.

EARTHQUAKE BUILDINGS

As stated above, there are very many "1991" buildings along Anaheim Street, with significant clusters at Gaviota and Freeman Avenues. If most of these are replaced with new structures, it will have a very beneficial effect on the appearance of the streetscape.

PUBLIC IMPROVEMENTS

Very narrow parkway and sidewalk areas make landscaping, and even the siting of power poles and street lights, very difficult. To improve the appearance of the street, wider areas must be obtained and improved.

LAND USE POLICIES

Anaheim Street shall retain its character and function as community-serving, commercial traffic corridor. Its commercial character should be revitalized and strengthened. Auto-oriented retail uses shall prevail as a service to the residents of the southern portion of the City. Very large, high traffic generators are not appropriate along Anaheim Street. Land Use Districts are

shown on the maps above. In the Mixed Use areas (District No.7) west of the river, large scale wholesale and retail uses are encouraged along the major street frontages (Anaheim, Santa Fe, PCH) of this district.

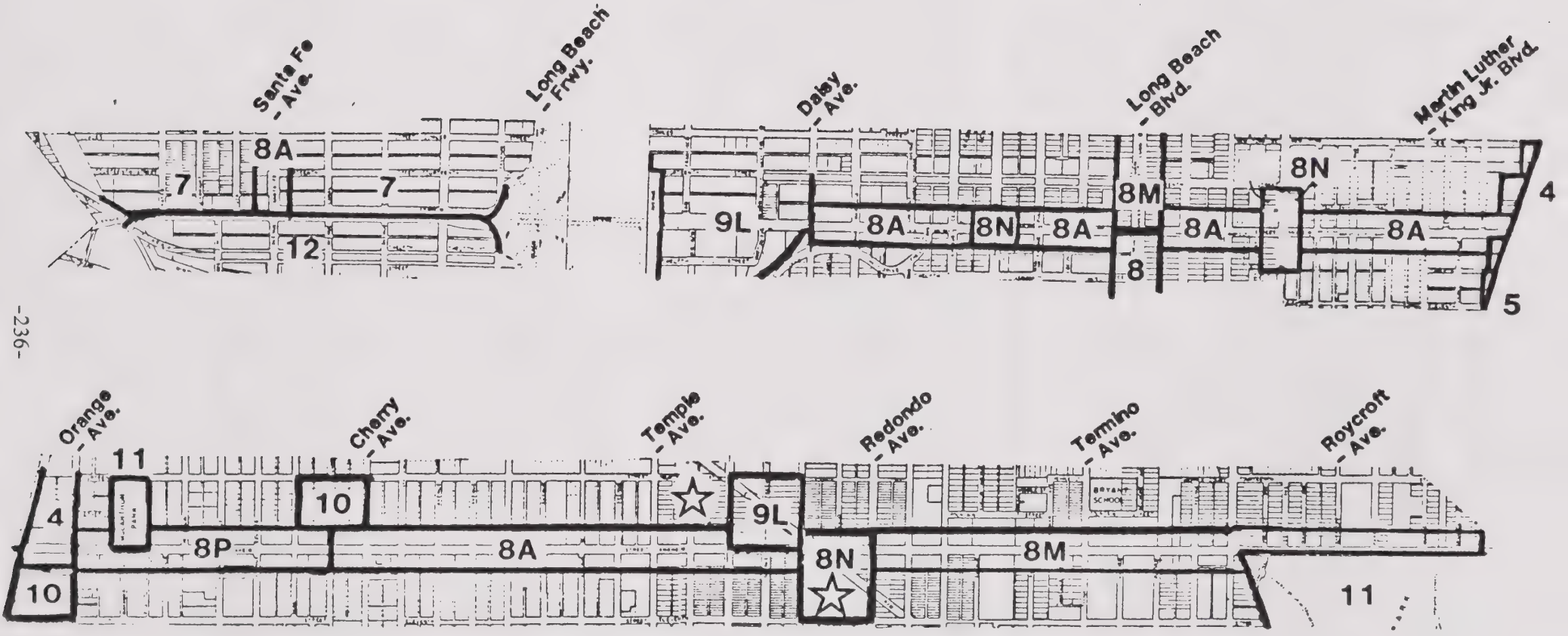
TRAFFIC POLICIES

This street shall serve as a primary carrier of neighborhood-generated traffic, distributing it to other major arterials and to the Long Beach Freeway. It should also function as an alternative to east-west traffic on Pacific Coast Highway.

DEVELOPMENT OPPORTUNITIES

The existing shopping center at Redondo Avenue has the potential for redesign/revitalization to a major retail force in the area. This plan encourages innovative use and design solutions, which could involve a change in use to one which enhances neighborhood vitality and increases amenity.

ANAHEIM STREET



PACIFIC COAST HIGHWAY

TRAFFIC USES AND PROBLEMS

Pacific Coast Highway is a State highway and has regional traffic importance as a local street alternative to the San Diego Freeway. It serves all of the coastal communities of Los Angeles and Orange Counties. It runs at near capacity during peak hours and otherwise is very heavy. There are many traffic conflicts from the multitude of roadside businesses. The Alamitos Traffic Circle is a great impairment to full use of the capacity. The Iron Triangle also detracts from Pacific Coast Highway's traffic capacity and efficiency. Pacific Coast Highway must be grade-separated from 7th Street in the future. Widening would be very difficult due to the lack of adequate space. Buses serve Pacific Coast Highway, but probably do not reduce capacity except during peak hours. Pacific Coast Highway should be developed as a super regional highway carrying very large volumes of traffic.

LAND USES AND ISSUES FOR THE FUTURE

Pacific Coast Highway from the west City boundary to just past Ximeno Avenue is characterized by mixed uses with auto-oriented remaining predominant. The very great number of these cause many traffic conflicts, both from curb cuts and from left turn movements. Much of the strip is unsightly and not well maintained. Signs and power poles are present in great numbers. The street looks very bad and is a poor representation of "life in Long Beach". There is probably not enough market in Long Beach and from commuting drivers to justify the great amount of retail zoning. The major land use issue, then, is how to convert at least part of the frontages to non-retail uses, and what kinds of uses are appropriate along this heavily travelled street. Also posing a problem is the fact that most of the lots parallel the Pacific Coast Highway frontage, and that much of the north side of the street is in the City of Signal Hill. There are numerous public and institutional uses along Pacific Coast Highway.

EARTHQUAKE BUILDINGS

There is an insignificant number of "1991" buildings along Pacific Coast Highway and no clusters. East of Alamitos Avenue, there are no "1991" buildings with Pacific Coast Highway addresses, and none on the side street lots siding on Pacific Coast Highway.

PUBLIC IMPROVEMENTS

There is a notable lack of landscaping, and overhead power lines mar the frontages. Pacific Coast Highway lacks character. Since it is one of the most important streets from the perspective of "this is how many visitors see Long Beach", the right-of-way should be improved by both public and private actions in cooperation with Signal Hill. The Transportation Element will call for major improvements to further the future role of this vital thoroughfare.

LAND USE POLICIES

Pacific Coast Highway is a regional traffic corridor. As such, land uses along its frontages should reflect the importance of its transportation function. Large scale institutional uses are planned, together with office complexes and high density residential projects. Tall residential buildings are appropriate for the area around Redondo Avenue in order to maximize the view opportunities from this elevation. Retail uses, creators of traffic friction, are planned for limited areas only. South of Seventh Street nearly all future development is controlled by Planned Development Districts. West of Alamitos Avenue, large scale auto-oriented commercial uses are appropriate.

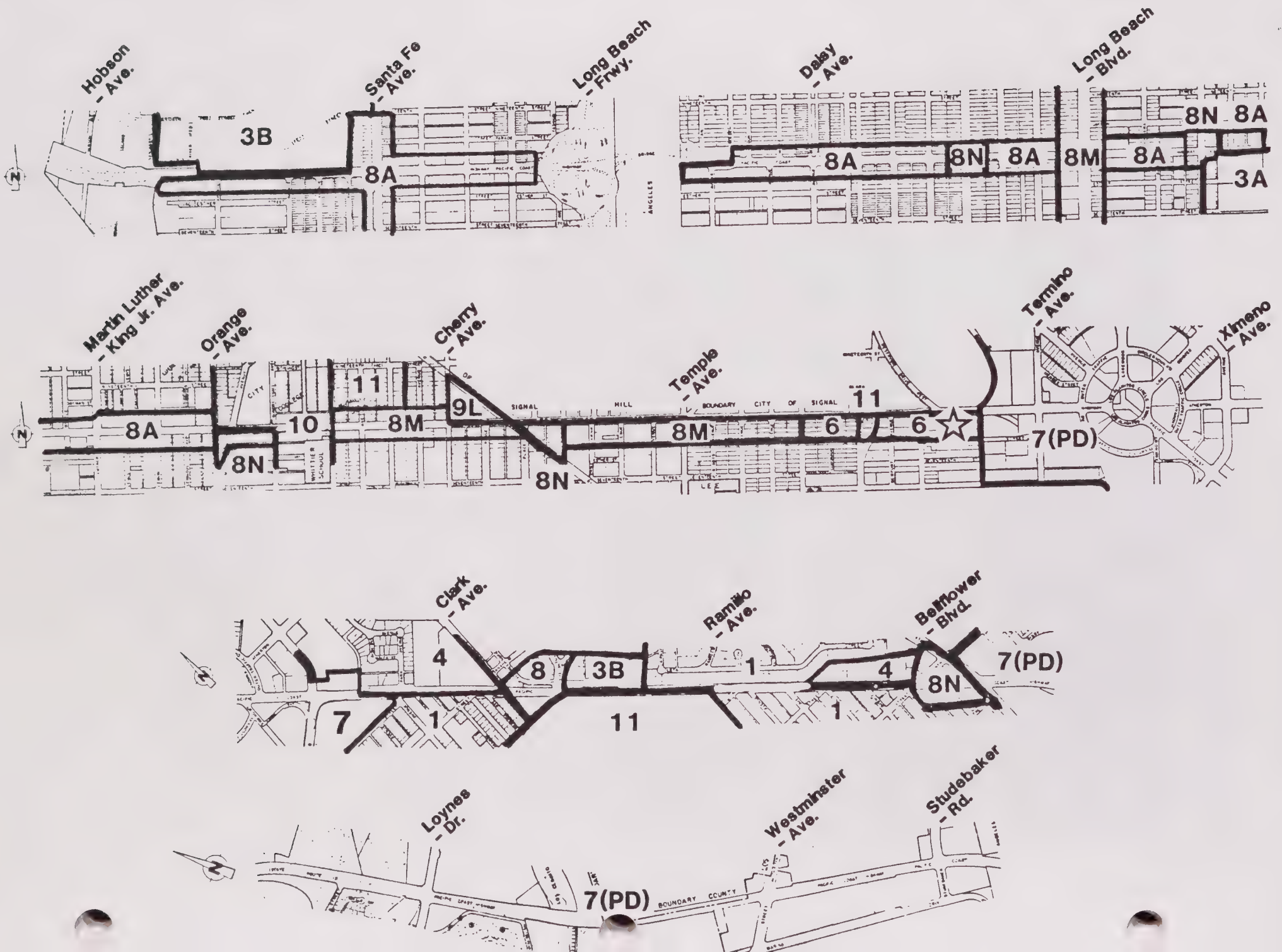
TRAFFIC POLICIES

Required widening should take place incrementally to improve traffic flows. Physical improvements and traffic management techniques should be programmed to enhance the importance of this arterial as the major carrier of east-west traffic in the southern part of the City. Efforts to find means for creating grade separations at Seventh Street and Alamitos Traffic Circle should be continued.

DEVELOPMENT OPPORTUNITIES

The several block faces on the south side of Pacific Coast Highway at Redondo Avenue are among the few in the city nominated for high rise housing. Proposals of exemplary design are encouraged by this plan. The block between Grand and Loma Avenues may also be utilized for a major hotel having at least 100 rooms, without the need for amending this plan.

PACIFIC COAST HIGHWAY



TRAFFIC USES AND PROBLEMS

Artesia is a major east-west boulevard linking together many cities and employment centers. It therefore carries very large volumes of traffic, particularly at peak hours. Because it parallels the Artesia Freeway (91) for many miles, it has become an alternate route for travellers on that freeway when it is congested. This practice can have a very bad effect on the frontages and adjacent neighborhoods by interfering with local traffic flows. It also creates perceived market needs for roadside businesses which may or may not be appropriate in this North Long Beach setting. Traffic problems at the on/off ramps to the freeway also create local problems.

LAND USES AND ISSUES FOR THE FUTURE

Many of the frontages on Artesia Boulevard are lined with declining businesses or closed stores. Part of the reason for this is the mixing of traffic along the boulevard, and the fact that the freeway has cut off any appreciable markets to the north. There does not appear to be enough market demand in the served area to justify a considerable amount of retail on the frontages. Additionally, a large, new shopping center is under construction in the City of Bellflower just east of Downey Avenue. This will have an impact on retail uses along Artesia Boulevard.

The very large area between Artesia Boulevard and the freeway appears to offer development opportunities for the future. Large scale office or research and development uses, created under the control of a planned development plan, may be found to conform to this Land Use Element without the need for amendments.

EARTHQUAKE BUILDINGS

There are no buildings on Artesia Boulevard listed as requiring reconstruction by 1991 under the Earthquake Hazard Abatement Ordinance.

PUBLIC IMPROVEMENTS

Beautification of Artesia Boulevard is needed and should be done in conjunction with, or through the efforts of, private enterprise as new projects become realities. The City should consider strategies for reducing the exposure of the Boulevard to traffic from the freeway during peak hours.

LAND USE POLICIES

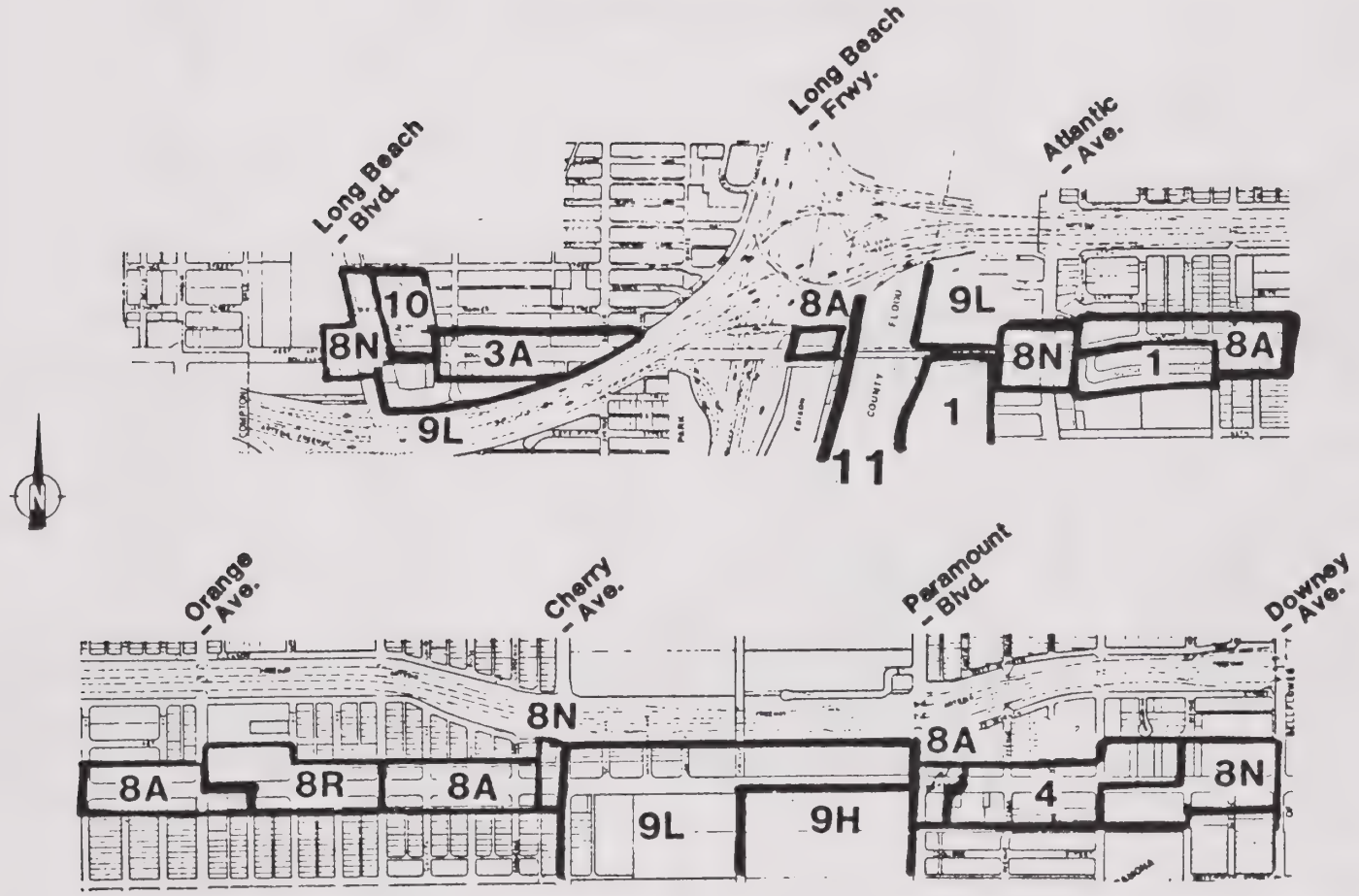
Low to moderate density housing (Districts 1, 2, and 3A) should eventually replace much of the retail emphasis along both frontages in order to help stabilize the general area, to provide better housing opportunities, and to restructure a deteriorating Boulevard. However, this Plan calls for a

continuation of retail uses for the immediate future. Retail convenience nodes are recommended at Long Beach Boulevard, Atlantic Avenue, and between Obispo and Downey Avenues.

TRAFFIC POLICIES

Artesia should be maintained as a major east-west thoroughfare for inter-city movements, while retaining its importance as a major collector of neighborhood traffic. Impaction or the carrying capacity by traffic redirected there from the 91 Freeway should be discouraged.

ARTESIA BOULEVARD



SANTA FE AVENUE

TRAFFIC USES AND PROBLEMS

This arterial is heavily travelled by trucks from the Port and other nearby industrial uses. It is located between the Terminal Island and Long Beach Freeways and acts as an alternate route for those freeways. This situation may be eased with the institution of the Alameda Truck/Rail Corridor in the future.

The intended ultimate right-of-way width is to be 100 feet. However, in some blocks the required rights-of-way have not yet been dedicated or acquired. The driving surface is sufficient to accommodate the traffic loads, and a planted median serves left turn needs.

LAND USES AND ISSUES FOR THE FUTURE

Santa Fe Avenue was formerly lined with declining or closed businesses. The 1978 Land Use Element recommended conversion of much of the frontage to lower density residential uses. This policy proved successful. Many blocks were converted and the Avenue appears much more stable than previously. This Land Use Element revision recommends a continuation of that policy. Several commercial nodes are recommended for neighborhood retail services. As heavy truck traffic is deflected to the Alameda Truck/Rail Corridor, Santa Fe Avenue should become a viable and strong residential street for much of its length.

EARTHQUAKE BUILDINGS

There is not a significant number of "1991" buildings along Santa Fe Avenue. They are not a factor in future planning.

PUBLIC IMPROVEMENTS

Completion of the widening to full 100' width should take place. Maintenance of the public right-of-way and landscaping is essential to provide the environment suitable for continuing residential development.

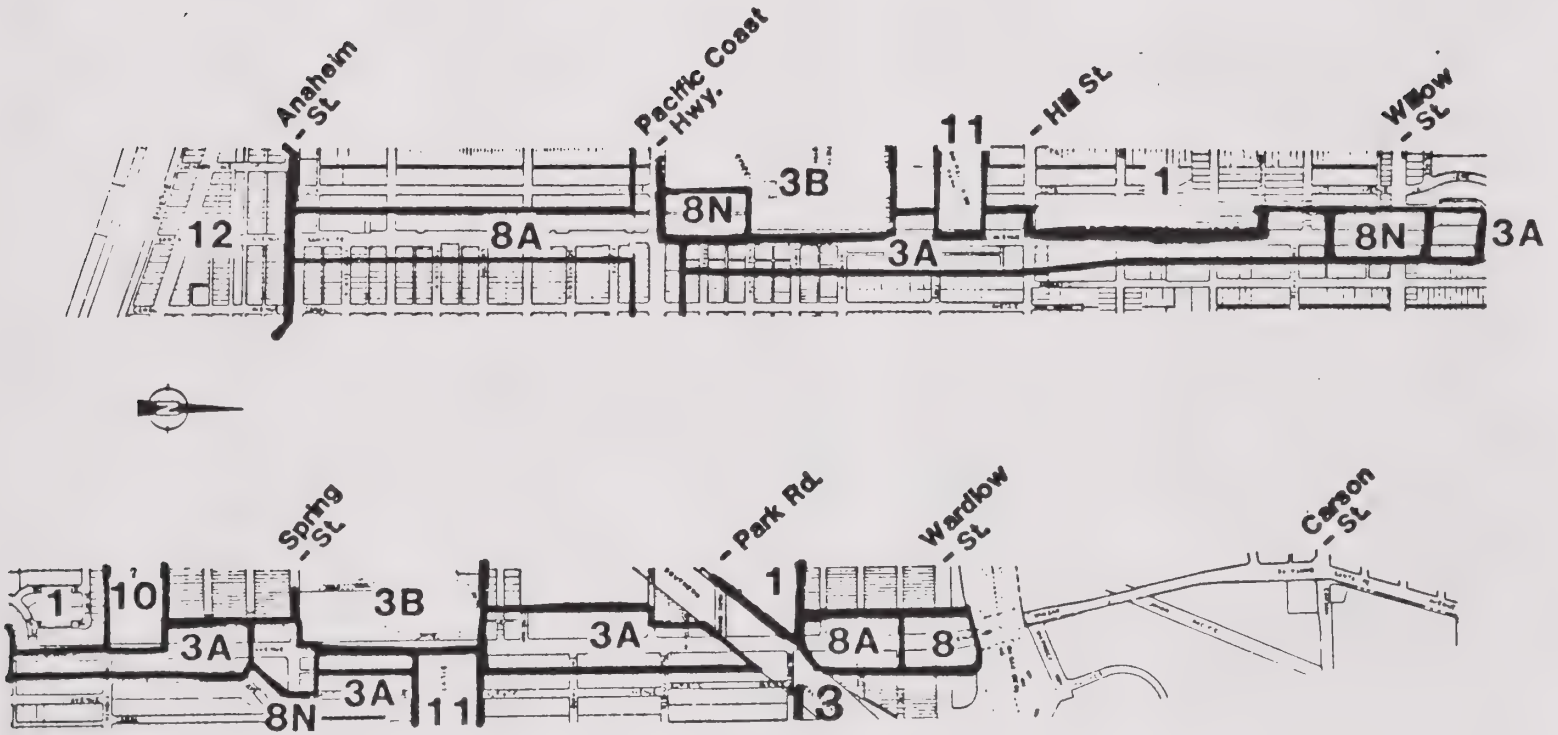
LAND USE POLICIES

Frontages should continue to be converted to moderate density housing. Auto-oriented retail/commercial uses should prevail south of Pacific Coast Highway, and several small retail nodes for local service are recommended at Willow, Spring, and Wardlow Streets.

TRAFFIC POLICIES

Truck traffic should eventually be deflected to the Alameda Corridor and to the Terminal Island Freeway. Santa Fe should become the major north-south street on the western edge of the City, and should provide local access to places of employment as well as to the rest of the city and regional road systems. To fulfill these roles, it is essential that truck traffic be reduced.

SANTA FE AVENUE



TRAFFIC USES AND PROBLEMS

Pacific Avenue has a very wide right-of-way and a large traffic-carrying capacity. Traffic volumes over much of its length, however, are not high owing to several factors: Its connection with the San Diego Freeway is at the extreme north end of the street and is not a complete (two-way) connection; much of the frontage is lined with very low density residential development which does not produce many trips; the Long Beach Freeway attracts many of the north-south trips which might otherwise use Pacific Avenue. As development in the downtown area increases, however, Pacific Avenue is expected to be the favored route for many not now travelling along it. This is particularly true of the proposed Pike development, with access (psychologically) from Pacific Avenue. The new Light Rail transit line will run on Pacific from First to Eighth Streets.

LAND USES AND ISSUES FOR THE FUTURE

Pacific Avenue is considered to have the potential to develop into a "grand avenue" with high density, and even high rise, residential projects, providing housing for new workers in the downtown. Because of its width and potential for beautification, it can become one of the showpieces of Long Beach. See map for high density areas.

The unique shopping district north of Pacific Coast Highway should be preserved as a pedestrian-oriented retail street, as it serves a special function related to the adjacent neighborhoods. Large scale auto-oriented uses and block-long financial institutions should be discouraged as they break up the flow of shops and impair the pedestrian orientation of the shoppers.

EARTHQUAKE BUILDINGS

About 20 buildings along Pacific Avenue fall into the "1991" category. Most are south of Ninth Street, but several more are elsewhere along the street. Since there are no clusters, they are not considered to be significant in planning for the future.

PUBLIC IMPROVEMENTS

The existing 100' right-of-way appears adequate for the traffic role of Pacific Avenue. Additional trees and other landscaping in the public rights-of-way may be appropriate to enhance the "grand avenue" image.

LAND USE POLICIES

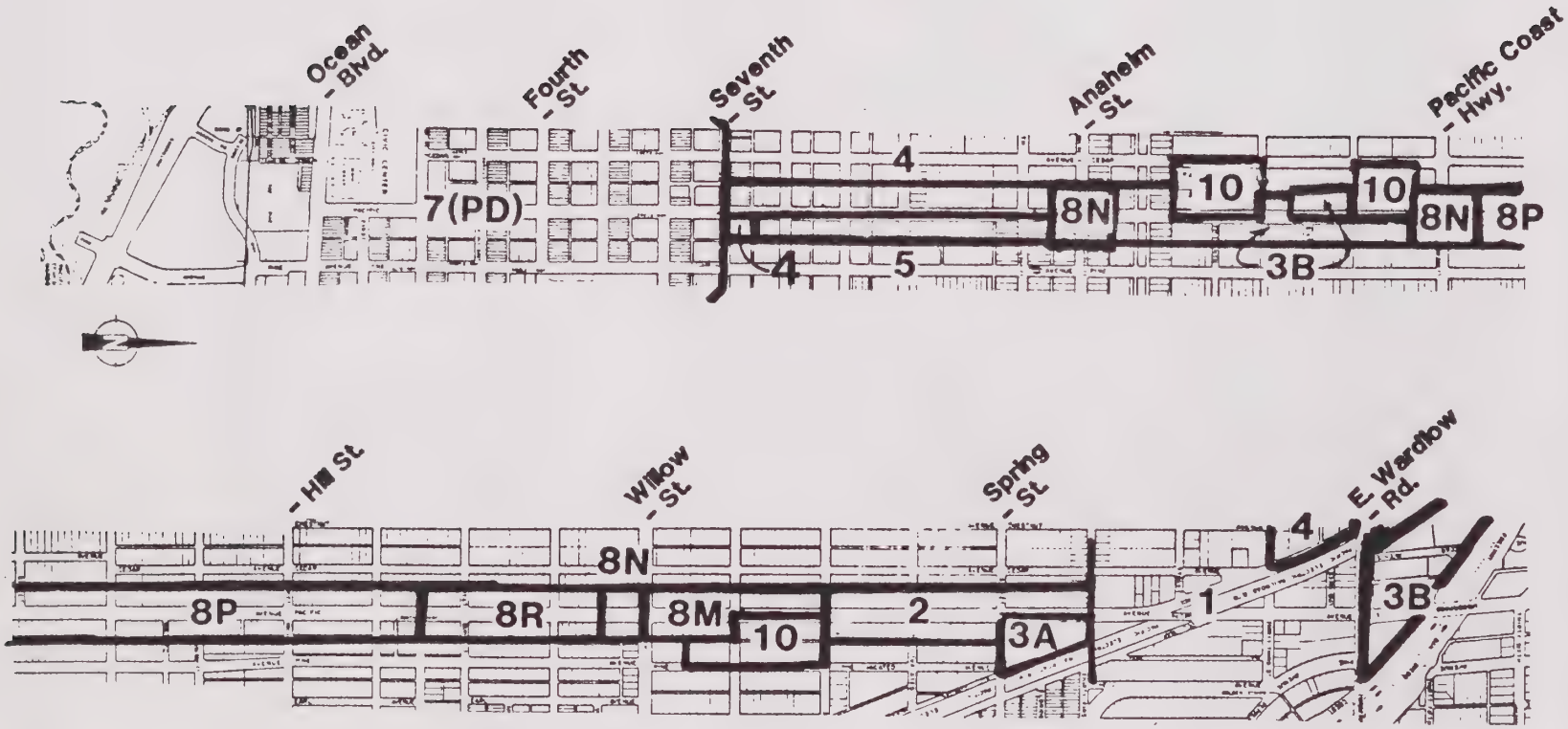
Pacific Avenue is expected to become one of the "grand avenues" of the future Long Beach. The main theme for its frontages is residential, with densities high in the downtown area, and becoming lower toward the north. High rise residential is permitted between Third and Seventh Streets, with opportunities for specialized development at the Light Rail station location around Fifth Street. Nodes of convenience retail are permitted at Anaheim Street, Pacific Coast

Highway, and Willow Street. The special shopping districts between Pacific Coast Highway and Burnett Street should retain its pedestrian orientation.

TRAFFIC POLICIES

Traffic capacity between downtown and Pacific Coast Highway should be preserved and enhanced to permit Pacific to become a major entry to/exit from downtown. Special care is needed between First and Eighth Streets owing to the future impacts of the Light Rail Transit Project and the buses of Long Beach Transit on this portion of Pacific Avenue.

PACIFIC AVENUE



TRAFFIC USES AND PROBLEMS

This is the major north-south traffic carrier in the western part of the City, after the Long Beach Freeway. It connects with three of the City's freeways, and is a major access route to downtown. It also serves the Memorial Medical Center node and Bixby Knolls shopping Center (indirectly). Traffic volumes increase from south to north. Traffic is heavy at peak hours. There is little excess capacity, and major physical changes would be needed to improve capacity. There is heavy bus usage. The Light Rail Transit project will have unknown, but possibly serious impact on auto traffic, and will complicate use of traffic system management techniques. It intercepts many important east-west arterials, making for complex intersection problems. The Boulevard's regional significance is lessened by the Long Beach Freeway nearby.

LAND USES AND ISSUES FOR THE FUTURE

The Downtown section is mixed commercial uses. Anaheim to Willow emphasizes auto-oriented uses, particularly car lots and service facilities. North of Willow, office and retail uses are mixed. Most is auto-oriented, but a few areas are pedestrian-oriented. In many areas, lots are shallow, making large frontage projects difficult to design.

One of the major issues involves the transition of land uses after the auto dealers have relocated to to the Auto Mall site. With these auto-oriented uses gone, and the "pedestrian-oriented" light rail line in the Boulevard, there is a real question as to the continued viability of auto-oriented commercial enterprises. Many blocks are lined with marginal uses, or underutilize the land on this potentially "grand boulevard". Many buildings are in fair to poor condition, and were developed in haphazard fashion, communicating no meaningful message to users of the Boulevard. This street has little identity from 10th Street north to Wardlow Road.

EARTHQUAKE BUILDINGS

There is a very large number of "1991" buildings located between Seventh and Fifteenth Streets, and lesser numbers north to Nevada Street. The former grouping may provide an opportunity for fairly massive reconstruction of the face of the Boulevard.

PUBLIC IMPROVEMENTS

Public improvements are generally in good condition and abundant, owing to a fairly recent beautification program sponsored by the City. The introduction of the light rail transit project will have the effect of improving further the landscape materials, and will strengthen the linearity of the street. A detailed corridor plan for Long Beach Boulevard is needed.

LAND USE POLICIES

Land uses along the frontages of Long Beach Boulevard between Seventh Street and Willow Street should enhance the image of the Boulevard as one of the most important in the City. The designated uses are retail and offices, both of which should be of fairly large scale and should serve community and regional markets. In this strip, residential projects are also permitted. Those in LUD No. 4, 5, and 6 are appropriate for different locations, as determined and approved by the design review authority as projects are proposed. Initial residential zonings along certain parts of the Boulevard may be for less density than permitted by plan to prevent too-rapid market absorption of all available properties. As the market strengthens, higher density zoning may follow. A new activity center is recommended between Willow and the San Diego Freeway (see Activity Centers). North of Del Amo Boulevard, a transition is recommended from strip commercial uses to mixed retail and residential uses. In this strip, residential densities should be no higher than permitted in LUD No. 3A (Townhomes).

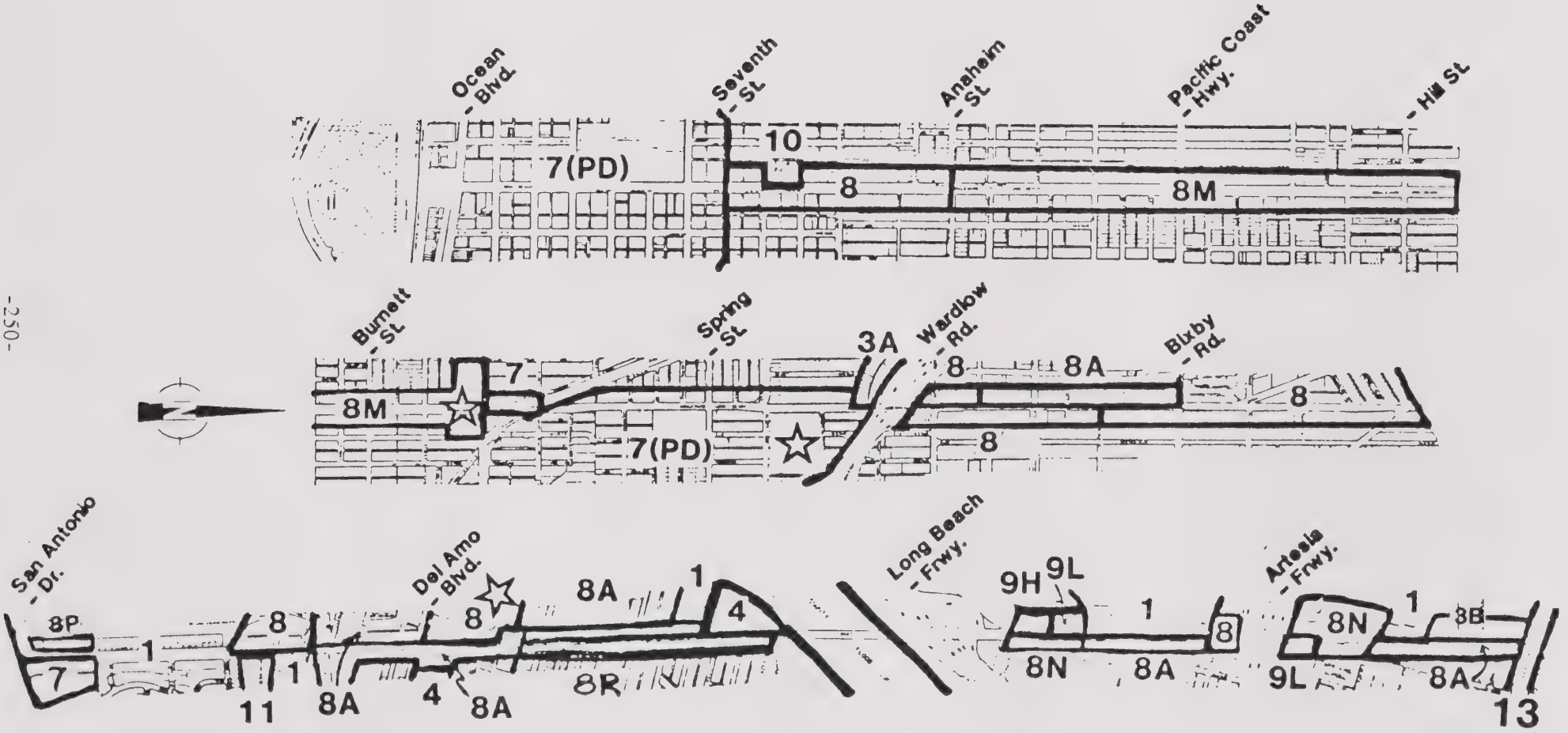
TRAFFIC POLICIES

Long Beach Boulevard should continue to provide downtown-bound traffic from the San Diego Freeway and farther north with free flows and a minimum of interference from fronting land uses. Heavy transit usage (buses and light rail vehicles) , however, may make this objective difficult to attain. Transportation systems management techniques may be required in the future, such as parking restrictions during peak hours.

DEVELOPMENT OPPORTUNITIES

The large site at the southwest corner of Willow and Long Beach Boulevard is considered to be particularly suited to future high rise residential or office uses. The Development Opportunity shown in the Memorial Medical Center Activity Node is shown on the neighborhood plan as single family, but could be recycled to a high density, high value use conforming to the design of the Activity Center without the need to amend this land use element. The star north of Del Amo on the west side of the Boulevard indicates the possibility that the present retail uses might convert in the future to residential uses. This is permitted without the need to amend the Land Use Element.

LONG BEACH BOULEVARD



ATLANTIC AVENUE

TRAFFIC USES AND PROBLEMS

Atlantic Avenue acts as a major north-south traffic carrier in the western part of the City, but traffic is less than on Long Beach Boulevard. It intersects with the San Diego and Artesia Freeways, but its regional importance is probably lessened by the Long Beach Freeway. It provides access to downtown, St. Mary Medical Center, Bixby Knolls shopping center, and numerous minor retail nodes. There is heavy traffic during peak hours. It is scheduled to eventually have a wider right-of-way (80' to 100'), but until then, capacity could be increased by the use of traffic and parking management techniques. The many schools along the Avenue increase traffic conflicts and volumes. Atlantic intersects with all the important east-west streets in the City.

LAND USES AND ISSUES FOR THE FUTURE

Downtown portion is a mix of office and residential uses in good condition. From Anaheim to Willow, land uses are primarily decadent and abandoned retail buildings. Conditions are very poor in this area. Immediate market weaknesses make retail uses not very viable economically, though the residents need places nearby to shop. Willow to Del Amo finds mixed office and retail, mostly in good condition. Emphasis is on auto-orientation. Bixby Knolls Center is weak, and frontage uses are less than best uses, except on west side, where buildings and occupants are more attractive to shoppers. Del Amo north is a mix of residential and retail, with some very bad spots, like Atlantic Plaza, which blights much of its surroundings. A small shopping district in far north has a pedestrian-orientation and seems to function well. The major land use issue is what to do with the formerly retail areas between Willow and Anaheim Streets.

EARTHQUAKE BUILDINGS

There are two concentrations of "1991" buildings, one at Anaheim Street, and the other between 20th and Hill Streets. In those areas, the numbers may be large enough to have some importance in changes to the existing land uses.

PUBLIC IMPROVEMENTS

The street eventually needs to be widened to 100'. Presently, there are few amenities along Atlantic until one reaches Willow, where street trees appear. The only median is in the far north shopping district, although some stretches would accommodate medians (such as from San Antonio to Del Amo). Because most of the older buildings exist at the property line, there is no real room for aesthetic improvements.

LAND USE POLICIES

Land uses on the frontages of Atlantic Avenue serve a multitude of purposes, ranging from highly urbanized housing and offices in the downtown area to, a mixture of low density residential with retail uses in the Central Area, to large scale public uses at the northern end of the street. Of primary concern are: The Central Area, where deteriorated and vacant store fronts should be replaced with mixtures of residential and retail. The residential density should be that of Land Use District No. 3A (Townhomes). There is not enough retail market in this part of the City to make solid retail along both Long Beach Boulevard and Atlantic Avenue economically viable; In that portion of the Avenue between Atlantic Plaza and Harding Street, mixed retail/residential is also recommended, with the residential being LUD No. 3A, should help to revitalize this declining strip commercial area.

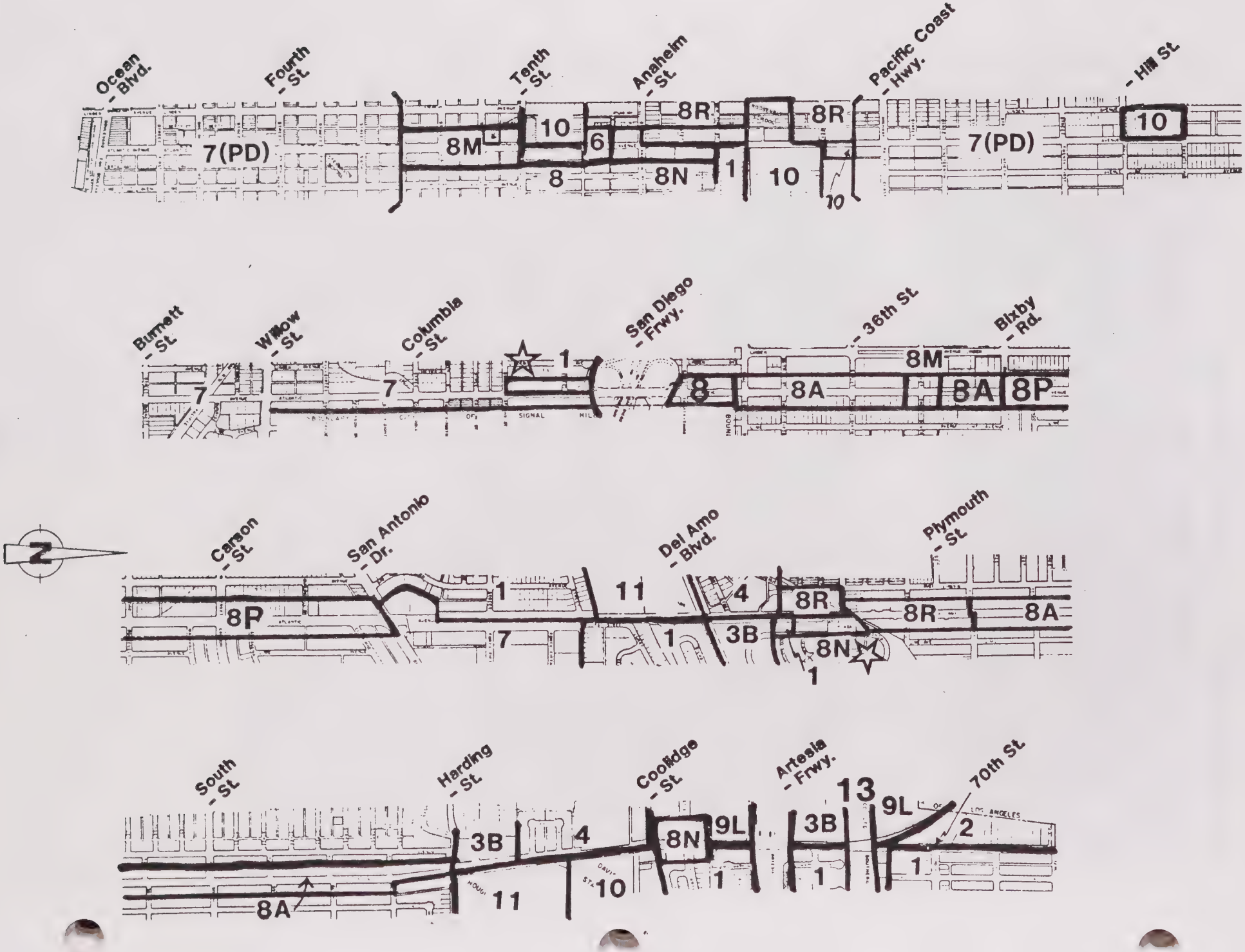
TRAFFIC POLICIES

Atlantic Avenue will continue to be a major collector and distributor of traffic generated in the neighborhoods which adjoin it, as well as a major access route to downtown. In the future, the section south of Willow Street may be impacted by traffic deflected from Long Beach Boulevard as a result of traffic/rail conflicts on the Boulevard. It is important, therefore, that fronting land uses in that portion be of types which would not be adversely affected by traffic management techniques, such as removal of curbside parking during peak traffic hours.

DEVELOPMENT OPPORTUNITIES

A development opportunity area is identified at the northern end of the proposed activity center south of the San Diego Freeway. High rise office, residential. or hotel development is considered particularly suited to this location. Atlantic Plaza is also considered to be a Development Opportunity of a commercial or office nature, if recycled as one project. Amendment of the plan will not be required if the proposal makes a positive contribution to the social and economic improvement of the neighborhood, without adverse effects.

ATLANTIC AVENUE



ALAMITOS AVENUE

TRAFFIC USES AND PROBLEMS

Alamitos Avenue has been approved as a major highway with median, having a right-of-way width of 106'. As the roadway is now only 78', considerable extra width is being required of new developments on both sides of the street.

The future function of Alamitos from Ocean to Pacific Coast Highway is to act as a major interceptor of east-west traffic and a prime access route to the downtown. It is thus viewed as a grand entrance boulevard.

LAND USES AND ISSUES FOR THE FUTURE

There are unique land use/subdivision problems associated with future developments along Alamitos. The subdivision problems stem from the fact that the street runs diagonally across the standard subdivision pattern of this part of the City. Every lot, therefore, has an irregular shape. Most of the improvements are constructed right at the property line, leaving no room for right-of-way taking, or even for beautification.

Because of the unusual subdivision patterns, the land use corridor flanking Alamitos is very irregular in shape, making larger, unified projects difficult to plan. However, the age and poor condition of many of the existing improvements give some hope that private redevelopment of the street may be a possibility in the future. Converting the street land uses to high or very high density residential uses - one of the few in the City - may also help in its renewal.

EARTHQUAKE BUILDINGS

There is not a large number of "1991" buildings on Alamitos. Those which do exist are located between Broadway and Seventh, and between Anaheim and Pacific Coast Highway. Because of their small numbers, they will probably not plan a significant role in upgrading this street.

PUBLIC IMPROVEMENTS

Street widening, median and side landscape treatment, and new lighting are projects for the future on Alamitos Avenue. For the present, there is very little that can be done in the narrow right-of-way and along the narrow sidewalk areas.

LAND USE POLICIES

Alamitos Avenue is one of the only streets in Long Beach for which a complete transformation is proposed. The long range objective is to move from a narrow street with crowded, small scale land uses, to a wide, beautiful urban boulevard flanked by large scale, well-designed residential developments. To encourage this transformation, high density housing will be permitted here, but in few other locations in the City. The plan indicates the Land Use District designations. Non-residential uses are discouraged except in those locations shown on the plan.

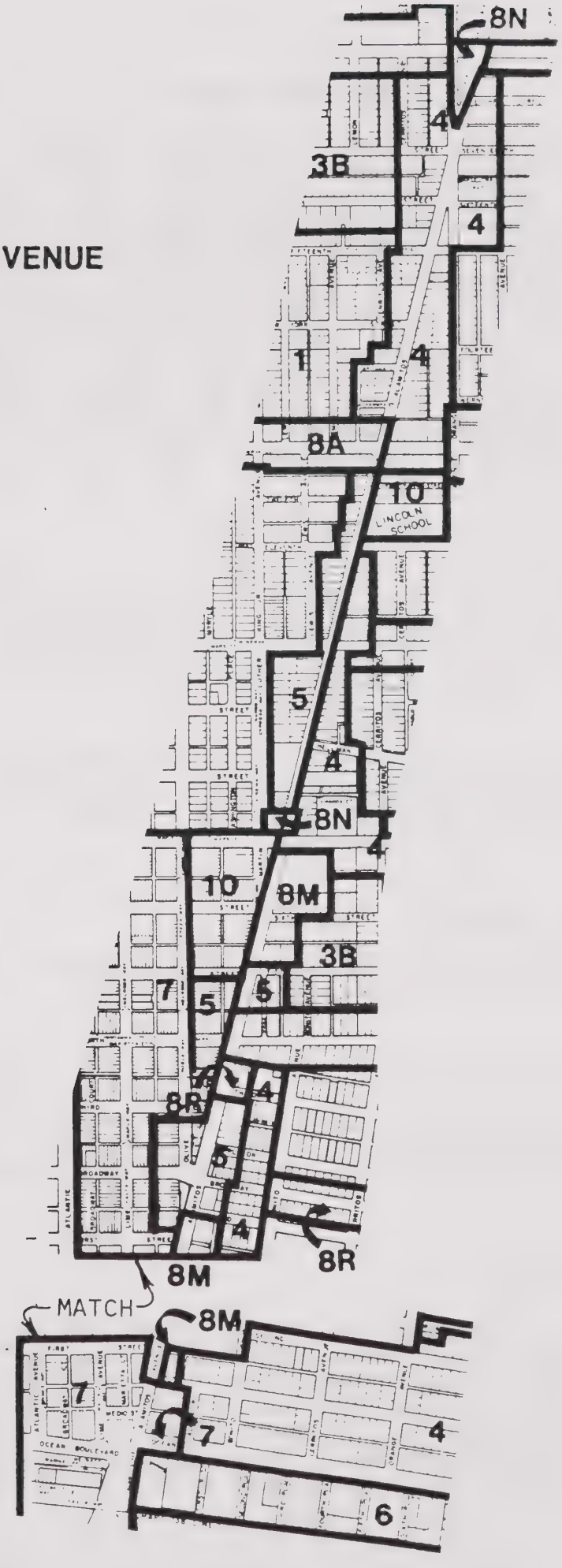
TRAFFIC POLICIES

The long range traffic objective of Alamitos Avenue is to provide an inviting and beautified means of entering the downtown area. It is intended to intercept traffic from the eastern part of the City destined for downtown as an alternative to Long Beach Boulevard and Atlantic Avenue. It will also distribute traffic generated by the Shoreline Drive/Long Beach Freeway linkage, as well as directing traffic toward that linkage.

DEVELOPMENT OPPORTUNITIES

Because of the unique role this street is expected to play in the future success of downtown Long Beach, this plan provides for residential development opportunities not available in many other places in the City. Additionally, there is the opportunity for a large scale "landmark" office or hotel project at the foot of Alamitos Avenue, as designated in the Downtown Urban Design Plan (1987). This project will be one of the center pieces of the revitalized downtown area.

ALAMITOS AVENUE



TRAFFIC USES AND PROBLEMS

Redondo Avenue is the only major street east of Cherry Avenue providing through north-south travel possibilities. For this reason, it should be expected to carry large traffic volumes in the future. Its utility, however, is somewhat weakened by the fact that it has no direct connection with the San Diego Freeway. Nevertheless, large tracts of vacant land north of Pacific Coast Highway will fill in the future with residential and industrial developments, affecting Redondo's traffic loads. It will distribute this traffic to the major east-west roads which intersect it, principally Pacific Coast Highway, Willow, and Spring Streets. As more residential development occurs along Redondo Avenue, it will probably be appropriate to institute bus transit service.

LAND USES AND ISSUES FOR THE FUTURE

Land uses along the frontages of this street have undergone major changes in recent years. Formerly a street of many small shops and services, it has recently seen the construction of very large scale residential projects. This is a positive direction for the future. Some retail will always be appropriate on certain parts of the street, but the primary use should be multi-family residential.

Because of the street's importance, good building design and beautification through landscaping are essential. Developments north of Pacific Coast Highway on vacant land should be designed to enhance the character and importance of Redondo Avenue as a major thoroughfare.

EARTHQUAKE BUILDINGS

There is a very small number of "1991" buildings on Redondo Avenue. They are of no importance in planning for the future of this arterial.

PUBLIC IMPROVEMENTS

Landscaping, street lighting, and other street frontage amenities and necessities must be installed north of Pacific Coast Highway as development proceeds in those areas. It is appropriate that private developers be made responsible for these improvements.

LAND USE POLICIES

Redondo Avenue should continue to maintain frontages which blend residential and business (primarily office) uses. Residential densities should be those of Districts No. 4 & 5. High rise housing (No. 6) is recommended at Pacific Coast Highway. Mixed uses are permitted between Pacific Coast Highway and Burnett Street under the control of a planned development ordinance. The large, community-serving shopping center at Anaheim Street should be maintained and improved so that it is better able to appeal to and serve the very broad market in this area.

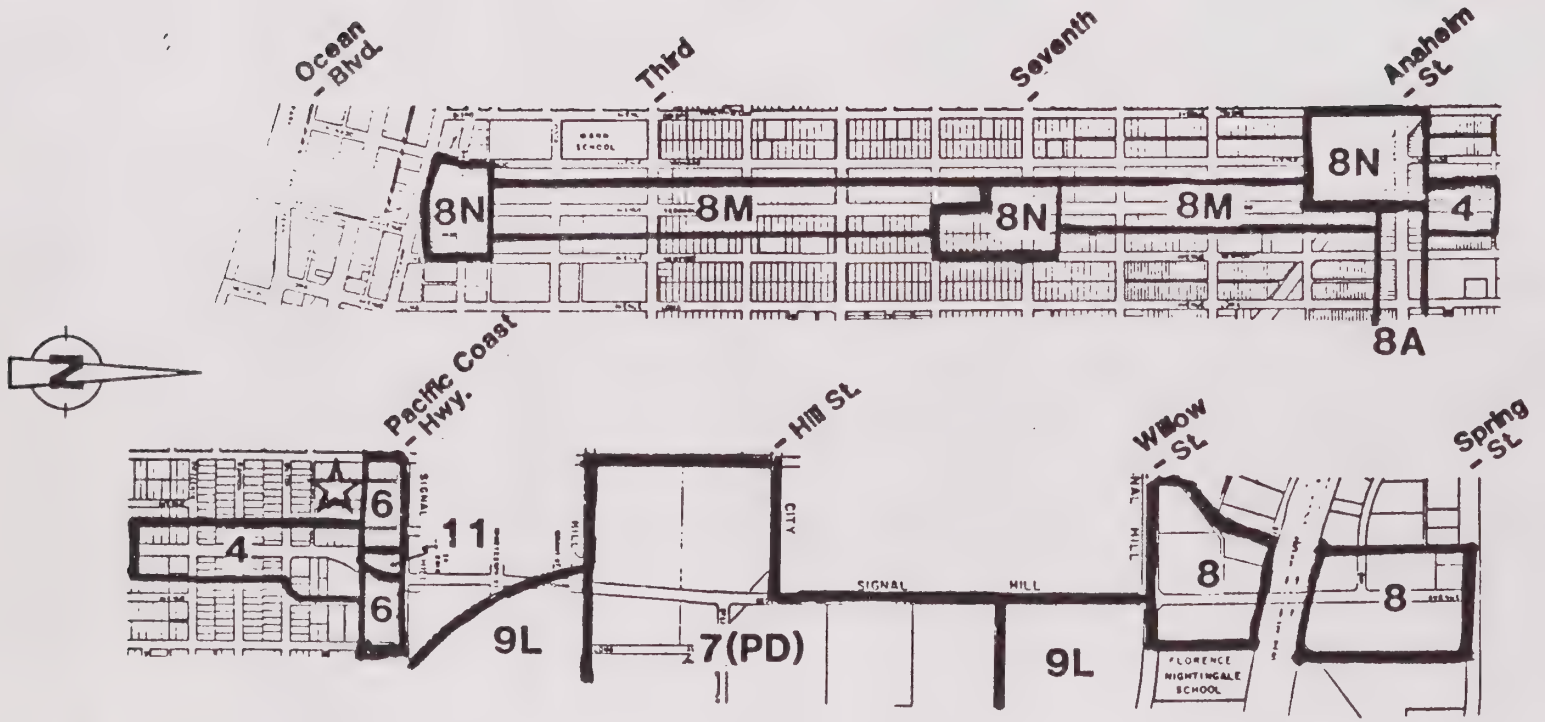
TRAFFIC POLICIES

The importance of the land uses recommended for the frontages is that they are more adaptable to transportation management techniques, such as removal of parking during peak hour flows. Redondo will very likely have to carry much more traffic in the future. Enhancement of its capacity is essential. Local bus service should be established on Redondo Avenue as residential density increases.

DEVELOPMENT OPPORTUNITIES

See Pacific Coast Highway.

REDONDO AVENUE



AREAS OF THE CITY SUBJECT TO FLOODING

The California Government Code (Section 65302a) requires that the Land Use Element of the General Plan "...shall identify areas covered by the plan which are subject to flooding..." The Federal Emergency Management Agency (FEMA) of the United States government is the agency responsible for delineating such areas for flood insurance purposes.

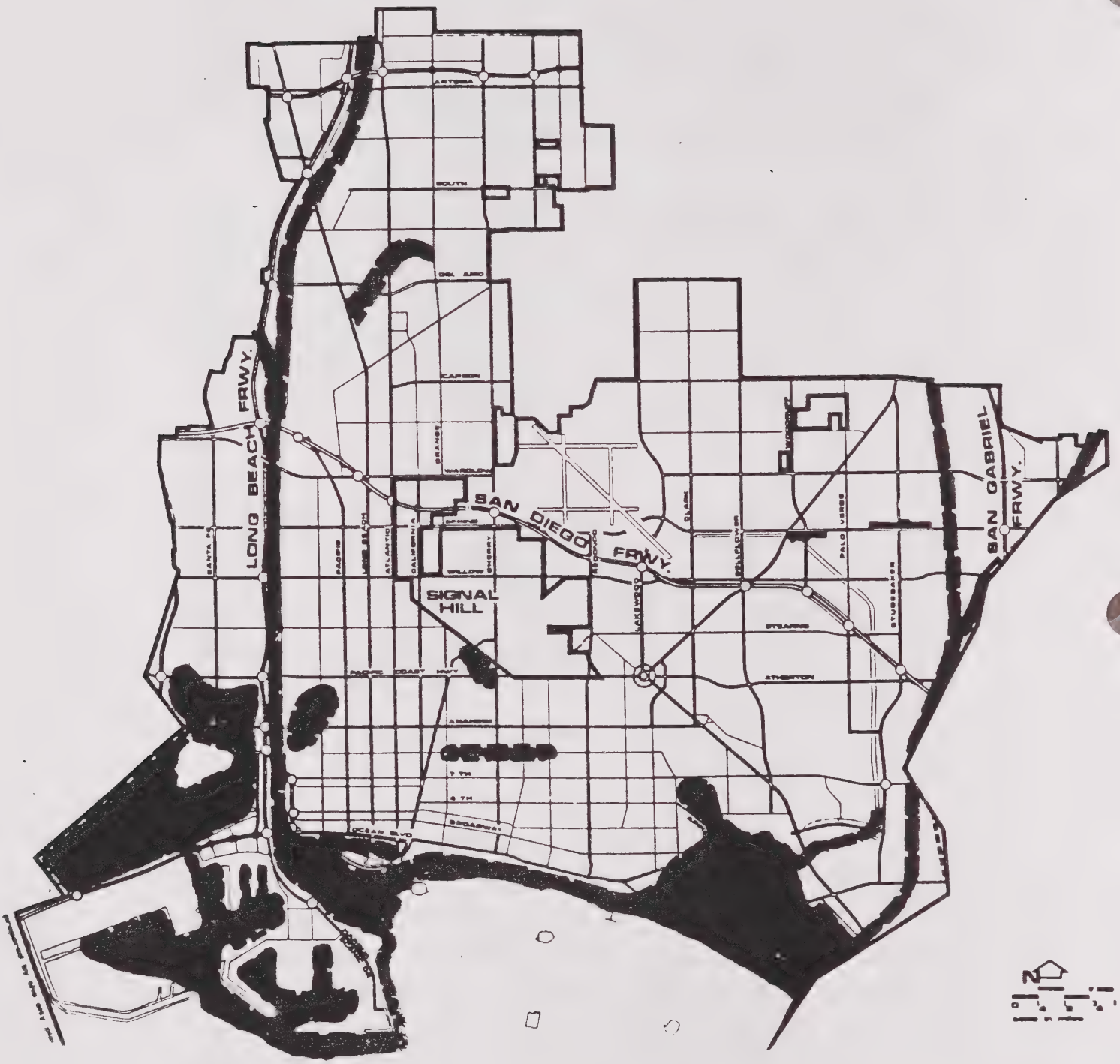
FEMA produced and issued official maps of the areas subject to flooding on September 15, 1983. These are the maps used by the Department of Planning and Building in the issuance of building permits in these areas. They were adopted as an amendment to the Long Beach General Plan on December 6, 1983. On September 13, 1983, the Long Beach City Council adopted Ordinance C-5994, adding Chapter 21.99 to the Municipal Code, relating to flood damage prevention.

The accompanying map opposite is a generalization of the official maps, and is missing the detail needed for making investment and development decisions. The shaded parts of the map combine areas which are subject to flooding in the eventuality of a "100 year design storm" occurrence, and a "500 year design storm". These hypothetical storms are presumed to be credible occurrences during the time periods indicated, and the design of flood control facilities are tailored to manage those eventualities.

Weather records for the past century provide the basic research for these design assumptions. The design model is not a prediction, but rather it provides a rational basis for design of public works. The model assumes that the "design storms" could occur at any time during the 100 or 500 year cycles, not necessarily just once during these time period. It is also possible that the design storms might never occur. This possibility does not diminish the value of the design methodology.

The accompanying map will be revised as a part of this Land Use Element whenever the Federal Emergency Management Agency revises its official maps for Long Beach.

FLOOD HAZARD AREAS



Shading represents those areas which may be subject to flooding during 100 year and 500 year storms. This is not an official map. See Federal Emergency Management Agency FIRM maps on file in the Long Beach Department of Planning and Building.

WASTE DISPOSAL FACILITIES

In 1983, the California Legislature adopted AB 3433 (Kapiloff) requiring "...identification of solid waste storage, transfer, and conversion facilities in the general plans of all municipalities containing such facilities". The Public Safety Element of the Long Beach General Plan was therefore amended on June 7, 1983, to include such facilities.

Subsequently, the Legislature incorporated this requirement into Section 65302(a) of the Government Code as a part of the Land Use Element. Therefore, standards and requirements for the siting of these facilities, formerly shown in the Public Safety Element, are herewith incorporated into the Land Use Element.

Solid Waste Management

The storage, transfer, and processing of solid wastes within the city limits of Long Beach are matters of interest in terms of public safety policy. State legislature requires that such operations be identified in a locality's general plan before a permit can be issued by the State Solid Waste Management Board.

There are three such operations functioning in Long Beach (1988), and one proposed operation, the Southeast Resource Recovery Facility (SERRF). The SERRF was expressly permitted in its location by the general plan and zoning regulations extant at the time of its erection. This section deals expressly with the other three operating facilities and with any others which may be proposed in the future.

This Land Use Element of the General Plan permits solid waste storage, transfer, and conversion facilities within Land Use Districts 9L, 9H, and 12, providing the conditions enumerated herein are met.

Conditions of Approval for New Facilities

1. The applicant must apply for an amendment to the Land Use Element as the first step in the application process, since only specific locations are recognized by this Element.

2. The site must be shown on the accompanying map, and the address of the facility must be listed in this section of the Land Use Element.

3. The operator must mitigate all adverse impacts identified in the environment impact report prepared as a part of applications.

4. The facility must be operated in a manner consistent with the requirements of the State Solid Waste Management Board and the Long Beach Zoning Regulations.

Addresses of facilities recognized by this Element

1. 2701 W. Seaside Boulevard
2. 1070 E. Spring Street
3. 2501 E. 68th Street

SOLID WASTE MANAGEMENT SITES



Numbers refer to sites listed in the text.

CONSISTENCY TESTS

Upon the adoption of this Land Use Element, specific project proposals, small area plans, and a range of planning and zoning decisions must be found to be consistent with the Land Use Element and other elements of the General Plan.

Consistency cannot always be readily determined by a mere comparison of a proposal with the land use district maps contained herein. Sometimes the maps may be ambiguous, silent, or insufficiently detailed, yet the proposal could be consistent. In other cases, a quick map comparison might imply a consistency which, in reality, does not exist.

In view of such complexities and in the face of the growing importance of consistency requirements in Federal and State mandates, this section outlines some approaches to testing proposed cases for consistency with the General Plan Land Use Element.

1. Generally, if the proposed case conforms to one or more of the maps contained here, and to the types of uses and density limits prescribed in the appropriate sections of this plan, then the proposal is "consistent".

2. The residential neighborhood plans in this Land Use Element may or may not indicate locations for locally needed services, such as retail commercial, new or expanded schools and/or playgrounds and parks, firehouses, libraries, and the like. This plan acknowledges, however, the need for these neighborhood-serving land uses and explicitly makes provision for them without the necessity of amending this plan, as long as each proposal is in harmony with the design and development standards of that particular use and conforms to the development/preservation policies of the neighborhood into which it is to be introduced. If proposals of this nature meet the criteria set forth above, they shall be deemed "consistent" with the plans.

3. Proposal for affordable housing bonuses in residential projects under the terms of the State legislation on this subject shall be deemed "consistent" with this plan, providing the affordable units proposed are of the same housing type and of compatible design with the existing housing bordering the project, or, in the case of proposals in declining neighborhoods, the project is of superior type and design to its surroundings.

4. A proposed subdivision is "consistent" when the proposed use and density of development are within the guidelines set forth herein for that property. Subdivisions of airspace for condominium conversions of the already-erected buildings shall not be "consistent" if the density of development exceeds that which is permitted by this Land Use Element, unless the City Planning Commission makes a finding that the proposed conversion is in the best interest of the involved neighborhood and the City as a whole.

   However, proposed subdivisions of incentive density projects which were granted approval prior to the adoption of this Land Use Element, but which have not been granted a building permit, shall be deemed consistent with this Land Use Element as long as their incentive approval remains valid.

5. A conditional use permit is "consistent" when it carries out the intent of the land use district in which it is to be located, and otherwise complies with the required findings of the zoning regulations.

6. A standards variance is "consistent" when it is found not to adversely affect the intent of the land use district in which it is to be located, and otherwise complies with the required findings of the zoning regulations.

7. Zoning is "consistent" with the Land Use element when and where the land use permitted by the zoning fulfills the intent of the land use district in which the zoning/proposed zone change is located.

One of the goals of this Land Use Element is that the land use districts and zoning districts shall be in general conformance with one another. However, since the General Plan is a long range policy for City development, and zoning is sometimes a shorter range means of incrementally reaching the long range goals, there will be instance in which the immediate zoning case appears not to be consistent with the General Plan. In such instances, a finding of consistency may be made by the City Planning Commission providing it determines that the proposed zoning or zoning change is an incremental step toward the ultimate realization of the policies of the General Plan, and that the making of a consistency finding will not foreclose the future possibility of attaining the goals of the Land Use Element.

8. Project proposals contained within the City's Capital Improvement Plan/Program are "consistent" when they conform, explicitly or implicitly, to the land use district policies or other policies of the Land Use Element or other elements of the General Plan. All CIP projects which are intended to maintain/preserve the infrastructure and other capital investments in Long Beach are held to be "consistent" with the policies of the Plan. Proposals for new infrastructures or capital projects shall be examined for consistency on the basis of their ability to implement the goals of the Plan.

9. An environmental impact report on a project shall declare the project "consistent" with the General Plan if the project conforms to and/or furthers the goals and policies of the Plan and complies with any of the reasons stated above (items 1 through 8).

10. A planned development permit application is "consistent" when such application: (1) proposes land uses and densities which conform to the land use district in which it is to be located; (2) proposes mixtures of land uses consistent with the comparable land use districts enclosed; (3) conforms to the standards and criteria of any locally-operative neighborhood or specific plans prepared and adopted in consonance with the General Plan.

11. Government Code Section 65402 requires a finding of general plan conformance by the local planning agency whenever a governmental entity proposes to acquire or dispose of property within the boundaries of the city involved. A finding of "consistency" shall be made when the proposed re-use of the property conforms to the maps and policies of the General Plan. If no re-use is stated by the acquiring or disposing agency, the City Planning Commission may, in lieu of a finding of non-consistency, attach a condition limiting future zoning to that which conforms to the General Plan.

12. Proposals for development/improvements in the area within the boundaries of the Port of Long Beach are "consistent" with this general plan when they conform to the policy intent of the Port's Local Coastal Program and are approved by the California Coastal Commission.

13. "Development Opportunities" identified in maps and texts of this Land Use Element are "consistent" when they conform to the conditions stated in the maps/texts, and otherwise conform to other applicable regulations.

AMENDMENTS

Occasional amendments to the Land Use Element will be necessary to permit the flexibility needed to keep the plan relevant to changing social, economic, and environmental objectives of the community at large. State law permits local governments to amend the general plan up to four times a year as a means to insure responsiveness to changing goals while constraining the frequency of these changes.

Amendments, however, can have a negative impact on the long range goals of the Plan. Numerous amendments may have a significant, cumulative negative effect. This section, therefore, sets forth the guidelines for future amendments to the Land Use Element so that they will have a beneficial rather than a negative effect on the City.

1. Proposals for amendments shall be received and scheduled for public hearings three times each calendar year, at approximately four month intervals;

2. Applicants for amendments must:

   o File amendments on the form provided by the Department of Planning and Building and pay the fee current at the time of application;

   o Apply for environmental review and zoning changes as appropriate to the proposal at the time the amendment application is filed;

   o Make reference on the application form to the land use districts described in this Land Use Element, not to zoning categories;

   o Make application for amendments for areas no smaller than the equivalent of one city block or block face in size. Applications for single lots or small combinations of lots will not be processed;

o Show that the proposed amendment conforms to the population, housing, design/architecture, and neighborhood preservation/enhancement goals of the General Plan, as detailed in this Land Use Element and other elements of the general plan current at the time of application;

o Provide data and maps adequate to fully illustrate the proposed amendment.

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